GIFTS TO MAKE EVERYBODY HAPPY

Sears Christmas Book

FIRST UNDER $1.39; RUBBER BABY WITH VOICE, MOVING EYES

69c Doll Only

[illegible] EXCLUSIVE SEARS-BY-MAIL SPECIAL 69c

Velvety, flesh-like, unbreakable and washable, 10½-in. all-rubber doll with the unusual features of both rust-resisting, sleeping eyes and crying voice at this amazing low price. Head, arms, legs jointed inside (the better way).

49 V 2924—Shpg. wt., 1 lb. 3 oz. **69c**

68c Value! 11-In. Rubber Doll

49 V 2902—With painted eyes, no voice. Shpg. wt., 1 lb. 4 oz. **39c**

NEW 7-Piece Layette 18c

Beats last year's record value. For 10½—11½-in. dolls. Lace organdy dress and slip; bonnet; bound diaper, edges finished; scalloped stomach band; socks, safety pins. Shpg. wt., 10 oz.

49 V 3527. **18c**

9-PIECE DOLL KIT $2.00 Value 98c

Only a Golden Jubilee Celebration makes this value possible.

49 V 2924 doll and 49 V 3527 7-pc. Layette in Carrying Case of cardboard, Moiré paper covered, with brassed trim and leather handle, 10⅝x5x3⅝ in. Shpg. wt., 2 lbs. 7 oz.

49 V 3534—9-Pcs. **98c**

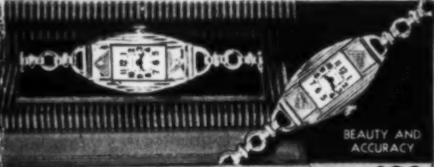
NEW ALL-IN-1 BLACKBOARD "WHITEBOARD" DESK AND SEAT

89c

A New Sears Creation — Easily Worth $2.00

First completely folding combination of this kind ever offered! Size overall, 35¼x10⅝ in. New Reversible Writing Board—White on one side (new idea) for new colored wax crayons which erase without dust. Use soft cloth. Black on the other for white chalk. Easel Writing Desk—reversible white or black top surface. 11x13½-in. frame. Attached folding stool, stands rigidly when opened, or folds up compactly. No chair to lose. Can hold adult. Stationary Chart above board. 3 pcs. chalk; felt eraser, 4 colored wax crayons.

79 V 3803—Shipping weight, 5 lbs.......... **89c**



BEAUTY AND ACCURACY

Women's Watch . . Biggest Value in Years!

Guaranteed 7-Jewel Imported Movements . . . .

Will please any woman or girl! Have smartly designed chromium or 10-K Yellow Gold plated cases, perspiration-proof backs with link bracelets. Guaranteed. Boxed. Designs may vary. Shpg. wt., ea., 9 oz.

Chromium Plate Case	Yellow Gold Plate Case
$8.00 to $10.00 Value 4 V 764 .... $4.98	$12.00 to $14.00 Value 4 V 765 .... $6.98

$4.98 Chrome Plate

For Other Outstanding Watch Values See Pages 86 to 87.

Men's Leather Romeo Bargain

$1.00 PAIR

Soft, brown KIDSKIN leather uppers with non-marking, "Compo" outsoles. Stitchdown construction. Fully lined. Elastic side goring. Rubber heels.

MEN'S SIZES 6 to 11; also 12. Wide width. State size. Shpg. wt., 1 lb. 11 oz.

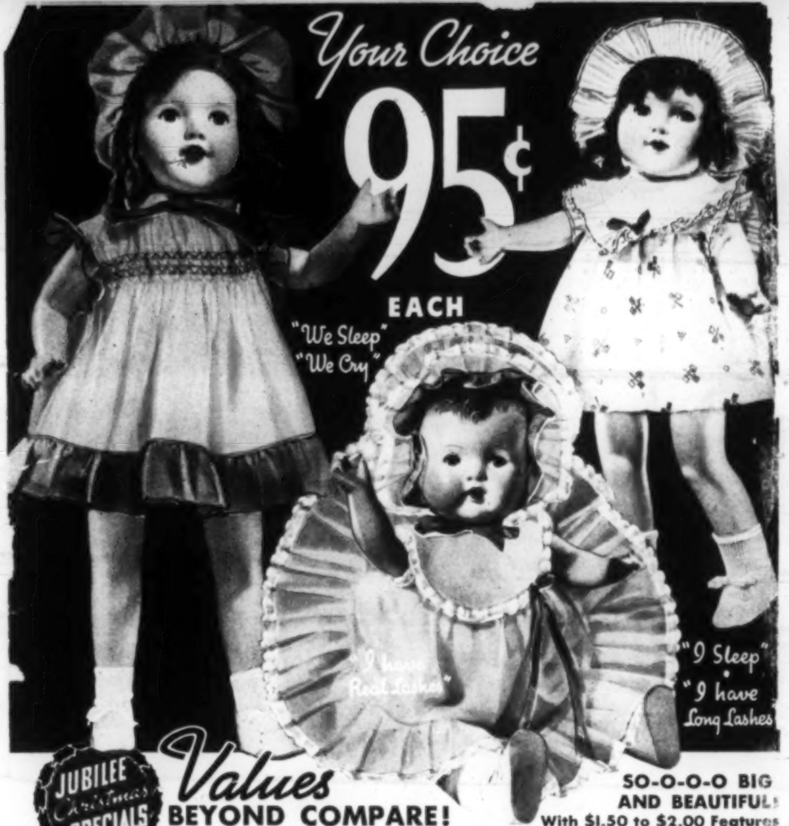
67 V 3906

Pair.....$1.00 ▲○

For Other Slippers See Pages 67-[illegible]

SEARS, ROEBUCK AND CO.

[illegible] • PHILADELPHIA • BOSTON • MINNEAPOLIS • KANSAS CITY • ATLANTA • MEMPHIS • DALLAS • LOS ANGELES • SEATTLE



JUBILEE
Christmas
SPECIALS

Values BEYOND COMPARE!

SO-O-O-O BIG AND BEAUTIFUL
With $1.50 to $2.00 Features

Almost a year ago we laid plans to build the greatest doll values ever offered below $1.00. Values you a once in a lifetime. We demanded such quality, size and refinements that manufacturers said it was impossible, b we insisted, the master doll artists of the country co-operated—**our famous radio stylist, Ann Williams, selecte the frocks.** The result exceeded our fondest hopes. Our combinations of the following features save you ⅓ to

1. **Unbelievably big dolls—yet dainty, exceptional quality.**
2. **Best proportioned low priced dolls we have seen because larger size; more costly heads are used.**
3. **Dainty open rosebud mouths with tiny pearly teeth and little pink tongues. Very lifelike.**
4. **New smartly styled, full cut dresses, bonnets, and undies in matching colors. Very attractive.**
5. **The girl dolls have the long, slim, graceful, more costly l usually found only on dolls over $1.50.**
6. **All have turning heads, wistful sleeping eyes.**
7. **Double sprayed, waterproofed, tinted enamel compositi heads, arms, and legs.**
8. **Soft cotton stuffed bodies (not cheap wood excelsior o used) on baby and girl dolls with voices.**

20½-Inch Doll—Turning Head, Sewed Mohair Wig

First time a turning head on a girl doll of this size with curls, voice and sleeping eyes. The best quality, daintiest dressing and prettiest face we have ever seen for this low price. Plus all these other important features:—**4-Curl mohair wig on strong cloth foundation. Big wistful sleeping eyes, dainty open mouth, pink tongue, pearly teeth, soft crying voice.** Her hard-to-break composition head, inside jointed arms (the better kind), long slim legs are so nicely finished. Cotton stuffed; and just the prettiest frock that you ever saw, two-toned ruffled organdy smocked dress with ruffled organdy bonnet to match, Nainsook underwear, white cotton socks, tied imitation leather shoes.

Shipping weight, 2 lbs. 4 oz.

49 V 3023.....**95c**

Beautiful 20-Inch Baby Doll

Don't judge the quality of the doll by its low price. It's really an outstanding Jubilee Value. She's exceptionally large in size, but oh! so prettily dressed. What little girl wouldn't love a big, soft, cuddly, **turning head baby doll who will cry and go to sleep** for any Little Mother. **Her lashes, open mouth, tiny tongue and pearly teeth make her so cute. Her composition arms are inside jointed.** Her ensemble is so dainty (better quality), lace trimmed, full-cut organdy dress; ribbon tied, lace trimmed bonnet; underwear, cotton socks, tied shoes and rubber panties.

49 V 3113
Shpg. wt., 2 lbs. 8 oz.................**95c**

16½-In. All-Composition D

For those who prefer th smaller, cute, standing type o doll with sleeping eyes and curls. You'll like me, as I'm full composition body, head, inside jointed arms (the better kind), and long, graceful legs; sprayed, tinted enamel finish. I've the cutest **mohair bobbed ringlet wig, with real curls sewed on strong cloth foundation. My printed organdy** frock and matching hat are adorable. Underwear, cotton socks, and tied imitation shoes. **Shpg. wt.** 1 lb. 8 oz.

49 V 3015...........**95c**

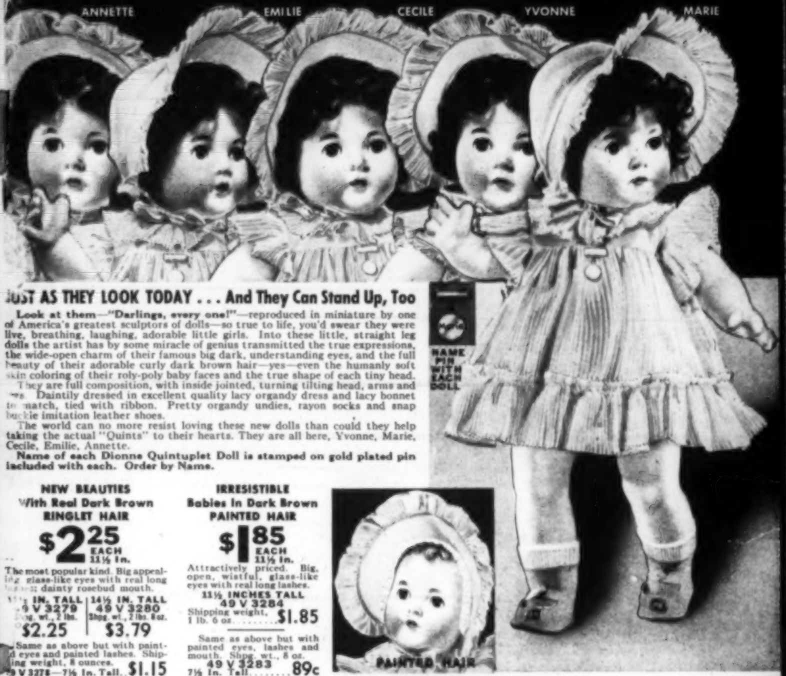
FAMOUS DIONNE QUINTUPLET DOLLS

THE ADORABLE BABIES HAVE GROWN UP

© N E A SERVICE INC

"These Dionne Quintuplet Dolls are the only authorized doll replicas of the famous Dionne Quintuplets by special permission of their guardians." (SIGNED) David A. Croll

MINISTER OF PUBLIC WELFARE, PROVINCE OF ONTARIO, CANADA



JUST AS THEY LOOK TODAY . . . And They Can Stand Up, Too

Look at them—"Darlings, every one!"—reproduced in miniature by one of America's greatest sculptors of dolls—so true to life, you'd swear they were live, breathing, laughing, adorable little girls. Into these little, straight leg **dolls** the artist has by some miracle of genius transmitted the true expressions, the wide-open charm of their famous big dark, understanding eyes, and the full beauty of their adorable curly dark brown hair—yes—even the humanly soft skin coloring of their roly-poly baby faces and the true shape of each tiny head.

They are full composition, with inside jointed, turning tilting head, arms and legs. Daintily dressed in excellent quality lacy organdy dress and lacy bonnet to match, tied with ribbon. Pretty organdy undies, rayon socks and snap buckle imitation leather shoes.

The world can no more resist loving these new dolls than could they help taking the actual "Quints" to their hearts. They are all here, Yvonne, Marie, Cecile, Emilie, Annette.

Name of each Dionne Quintuplet Doll is stamped on gold plated pin included with each. Order by Name.

NEW BEAUTIES
With Real Dark Brown
RINGLET HAIR

$2.25 EACH 11½ In.

The most popular kind. Big appealing glass-like eyes with real long lashes; dainty rosebud mouth.

11½ IN. TALL 49 V 3279 Shpg. wt., 2 lbs.	14½ IN. TALL 49 V 3280 Shpg. wt., 2 lbs. 8 oz.
$2.25	$3.79

Same as above but with painted eyes and painted lashes. Shipping weight, 8 ounces.
49 V 3278—7½ In. Tall.. $1.15

IRRESISTIBLE
Babies In Dark Brown
PAINTED HAIR

$1.85 EACH 11½ In.

Attractively priced. Big, open, wistful, glass-like eyes with real long lashes.

11½ INCHES TALL
49 V 3284
Shipping weight, 1 lb. 6 oz........ $1.85

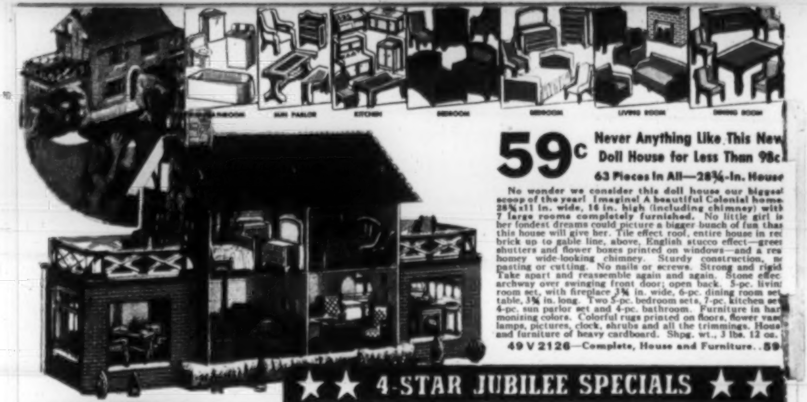
Same as above but with painted eyes, lashes and mouth. Shpg. wt., 8 oz.
49 V 3283
7½ In. Tall........ 89c

THE FIVE FAMOUS "DIONNE QUINTS"
MARIE—YVONNE—CECILE—EMILIE—ANNETTE
IN 20-INCH ENAMELED WOOD BED

$4.49 Complete

All five of the "Famous Dionne Quints" reduced into lovely dolls. They look so much alike that you could not tell them apart if they did not wear their names on the gold plated pin fasened to each **dainty little lace trimmed romper. Silk ribbon tied ace trimmed bonnet to match.** Five little bundles of joy. **7½ n. full inside jointed composition dolls.** Painted eyes; brown ainted hair nestled on soft cotton stuffed pillow covered with pretty otted material. Soft cotton stuffed mattress. Cover trimmed with icot edged organdy and over all a soft baby blanket and just the right ze. **20-in. white enameled wood bed with name of each Dionne uint Doll lettered on foot.** Shipping weight, 3 pounds.

49 V 3501—5 Dolls, Bed and Outfit..................$4.49



59c Never Anything Like This New Doll House for Less Than 98c

63 Pieces in All—28¾-In. House

No wonder we consider this doll house our biggest scoop of the year! Imagine! A beautiful Colonial home 28¾x11 in. wide, 16 in. high (including chimney) with 7 large rooms completely furnished. No little girl in her fondest dreams could picture a bigger bunch of fun than this house will give her. Tile effect roof, entire house in red brick up to gable line, above, English stucco effect—green shutters and flower boxes printed on windows—and a real homey wide-looking chimney. Sturdy construction, no pasting or cutting. No nails or screws. Strong and rigid. Take apart and reassemble again and again. Stone effect archway over swinging front door; open back. 5-pc. living room set, with fireplace 3⅜ in. wide, 6-pc. dining room set, table, 3⅜ in. long. Two 5-pc. bedroom sets, 7-pc. kitchen set, 4-pc. sun parlor set and 4-pc. bathroom. Furniture in harmonizing colors. Colorful rugs printed on floors, flower vases, lamps, pictures, clock, shrubs and all the trimmings. House and furniture of heavy cardboard. Shpg. wt., 3 lbs. 12 oz.

49 V 2126—Complete, House and Furniture..59

★★ 4-STAR JUBILEE SPECIALS ★★

Save 50%

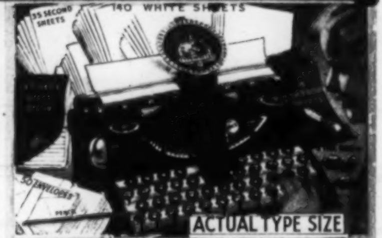
HAND WOVEN 19½ IN. HIGH

95c

Biggest Rocker Value In the Country

Last year's ace value—the delight of thousands of children and parents—won't cost one penny more this year despite increase in costs, because we bought early. **One of the big reasons why it pays to shop at Sears.** Big, roomy, stoutly built — made of the same material and handwoven like large furniture. Well padded seat, 11¼x11¼ in., 8¾ in. from the floor, and covered with colorful cretonne in assorted combinations. Broad back with rolled edge. Nicely flared arms, sturdy hardwood uprights. **22-in. shaped hardwood runners like on large furniture (not the less costly round dowel type).** Two-tone green as pictured, or two-tone tan; contrasting woven-in color design in back. **State color.** Shipping weight, 9 pounds.

79 V 8580—Regularly Sold for $2.00....................95c



TYPEWRITER AND 232 PIECES

$1.69

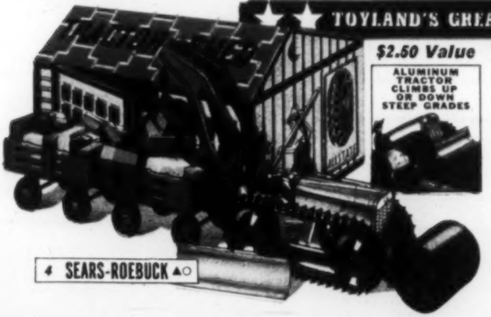
Below Usual Price of Typewriter Alone

An exclusive Sears Birthday Special combination secretary set sold only by mail by Sears. The most complete outfit of its kind ever offered. Just look what you get for so little money:

- De Luxe Dial Typewriter, 11¼x10¼x8¼ in., sturdy metal. Built up back, dummy key board. Simple, practical dial system. Space shift Key and 40 metal (not rubber) capital letters, including alphabet, punctuation marks, numerals, sliding carriage—bell rings at end of each line. Self-inking and spacing. 3 extra ink rolls. Shpg. wt., 4 lbs. 14 oz.
- 140 Sheets of White Paper, 8x8 inches.
- 50 White Letter Size Envelopes.
- 4 Sheets of Carbon Paper
- Rubber Ink and Pencil Eraser.
- 144 Page Ruled Note Book, 6x8¼ in.
- Pencil with Attached Eraser.
- Pad of 35 Yellow Second Sheets.

49 V 3890—A Great Value at $1.69.......................$1.69

★★ TOYLAND'S GREATEST BARGAINS ★★



32 WONDERFUL PLAY PIECES

$1.69

- **26-in. DeLuxe Tractor Train**
- **11-in. Colorful Tractor Shed**
- **24 Colored Blocks in Bag**
- **Sold by Mail Only by Sears**

Tractor train hitched up as you see—26-in. long. Boy! Just crammed with fun, excitement and variety—enough different things to do and ways to do 'em, to keep a whole family busy for hours. **The famous Marx De Luxe aluminum casing over steel climbing tractor—8½-in. long—that does** tricks without end with its amazing pulling and pushing power. Two 7½-inch colored heavy gauge steel trailers—a steel road roller—a shiny 5½-in. road scraper—**6-in. derrick** that actually lifts weights. A 2-foot steel chain, about 24 wooden blocks. A brightly colored cardboard tractor shed, 11¼x9½x7⅝ in. high, serves as packing box and is easily set up. Load blocks into trailer, then unload with derrick and chain. Tractor pulls this load because it has a powerful clockwork motor that does not overwind and real rubber traction treads. Shipping weight, 5 pounds.

49 V 5786—32-Piece Tractor Outfit. $1.69

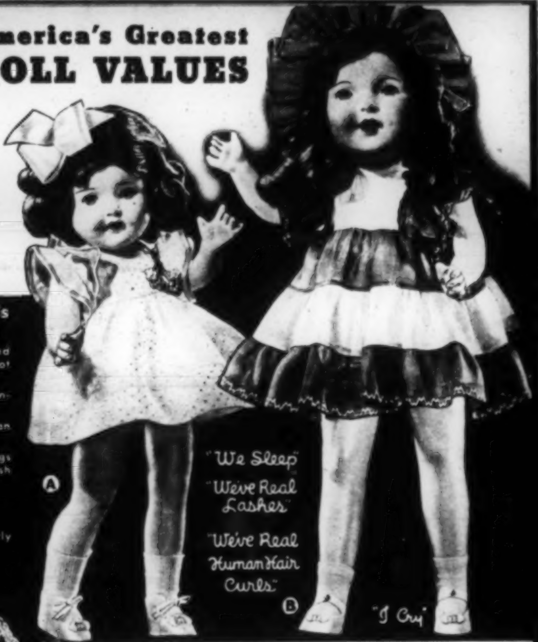
4-STAR
JUBILEE SPECIALS
for Christmas

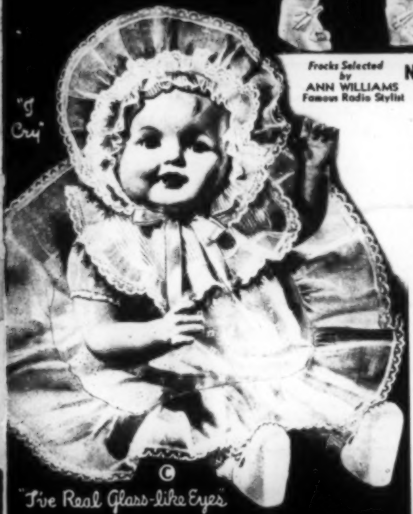
America's Greatest
DOLL VALUES

$198
EACH

Only $300 to $350 Dolls Have All These Features

- Unusually smart dress styling and outstanding quality cut full, not skimped.
- Exceptional sized dolls, quality considered.
- Finer quality, human hair wigs than usual on the girl dolls.
- The turning heads, arms and legs double sprayed and expertly flesh tinted to give beautiful finish.
- Real long human looking lashes.
- Big wistful sleeping eyes.
- Open rosebud mouths, tiny pearly teeth, little pink tongues.
- Matching undies, shoes and socks.





Frocks Selected by
ANN WILLIAMS
Famous Radio Stylist

NEVER BEFORE SUCH ALLURING BARGAINS

Twelve of the world's best doll manufacturers bid on these three big, gorgeous dolls—but only two could make them to sell at this Golden Jubilee Price. All Spring and Summer these factories have been working day and night to supply us with enough dolls to make thousands of little girls Oh! so gloriously happy at Christmas. **We honestly believe they are the best doll values that have ever been offered.**

Ⓐ All-Composition Beauty with Glass-Like Eyes

She is 19½ in. tall and has real hair ringlet curls. Couldn't you just love her to pieces? Glorious human hair ringlets fully sewed—and held in place by a wide bow and 2 gold plated bobby pins. Her head tilts saucily. **Big, wide, wistful eyes with long lashes. Full composition head, legs, arms and body.** The nicest little printed-dot, pleated, organdy dress with wide hem—double ruffle, organdy collar and sleeve combination trimmed with pink tape. Flower spray on front of dress—lace trimmed undies. Rayon socks; tied buckle imitation leather shoes.

49 V 3320—Shipping weight, 2 lbs. 8 oz........**$1.98**

Ⓑ 25-Inch, Unusually Lovely, Real Hair Doll

Beautiful, sweet, winsome. Dressed in the loveliest of smart, stylish frocks and a real jaunty hat. Her **7 long real human hair curls** can be combed and brushed. **Dress of contrasting two-toned organdy** cut into big ruffles with silk embroidery around bottom of lower ruffle and sleeves. Nainsook undies, cute rayon socks, dainty tied buckle imitation leather shoes.

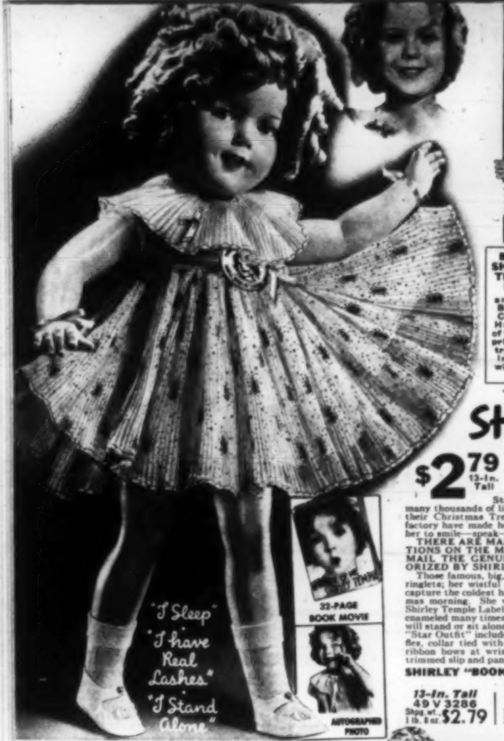
79 V 3021—Shipping weight, 4 pounds........**$1.98**

Ⓒ 26-Inch DeLuxe Baby Now with Glass-Like Eyes

Do not confuse with others listed as "25 or 26-in.", "Big as 6 months old baby, etc." because **no one has ever offered so much for so little in a quality baby doll.** Big, appealing, unbreakable, clear glass-like eyes with long lashes. Lacy, printed, ruffled organdy dress trimmed with better quality lace and cut big and roomy (not skimpy like many). Ribbon ties, matching bonnet. Soft cotton stuffed body. She can turn her pretty head, hold up her arms, sit up straight or lie down and close those big eyes in sleep. She can cry—but hardly ever does. Nice undies, socks, shoes and snug fitting rubber panties.

79 V 3149—Shipping weight, 5 pounds........**$1.98**

FOR OTHER BIG DOLL VALUES SEE GENERAL CATALOG



JUBILEE Christmas SPECIAL

NEW $2.50 SIZE SHIRLEY

11½ INCHES TALL

ially priced for Sears 50th Anniversary. Same as below except dotted pleated dress.

49V3285—Shipping weight, 1 pound.

$2.19

BUY A SHIRLEY TEMPLE DOLL

and enter Big Prize Contest. Hundreds of valuable prizes. Entry blank included with each doll.

SHIRLEY TEMPLE

$2.79 13-In. Tall

The World's Most Popular and Best Loved Doll

No wonder almost ⅓ of all the dolls sold in the United States last year were lovable Shirleys. No wonder many thousands of little girls hope that they will find this adorable doll under their Christmas Tree. Ideal's master artists in the World's Largest Doll factory have made her so real-looking, so true to life that you almost expect her to smile—speak—sing or go into a dance.

THERE ARE MANY CHEAPER PRICED, POORER QUALITY IMITATIONS ON THE MARKET, BUT ONLY AT SEARS CAN YOU BUY BY MAIL THE GENUINE, ORIGINAL SHIRLEY TEMPLE DOLL AUTHORIZED BY SHIRLEY HERSELF.

Those famous, big, hazel eyes, with long, real lashes; beautiful golden blonde ringlets; her wistful smile showing tiny teeth; and world famous dimples will capture the coldest heart. What a thrill she will give some little girl on Christmas morning. She will bring a Shirley Temple badge with her and carry a Shirley Temple Label sewn into her dress. Smooth, hard-to-break composition, enameled many times to give her natural softness and charming flesh color. She will stand or sit alone, hold out her arms, turn or tilt her pretty head. Her new "Star Outfit" includes a dainty ruffle star-dot organdy dress with pleated ruffles, collar tied with ribbon bow on shoulder and around bodice, set off with ribbon bows at wrists, long ribbon streamers — silk ribbon hair bow — lace trimmed slip and panties, rayon socks; and snap buckle, imitation leather shoes.

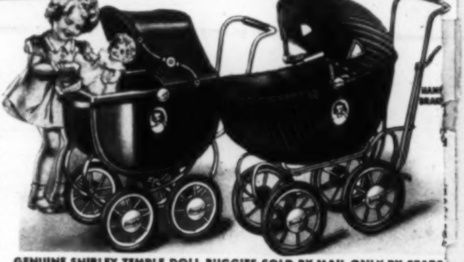
SHIRLEY "BOOK MOVIE" AND AUTOGRAPHED PHOTOGRAPH INCLUDED WITH EACH DOLL

13-In. Tall	16-In. Tall	18-In. Tall	20-In. Tall
49 V 3286	49 V 3287	49 V 3288	49 V 3289
Shpg. wt., 1 lb. 8 oz. $2.79	Shpg. wt., 2 lbs. 1 oz. $3.79	Shpg. wt., 3 lbs. . . $4.79	Shpg. wt., 3 lbs. 8 oz. $5.79

SHIRLEY STEPS OUT

The same 13-inch Shirley as above arrives with her trunk—and what she has in that trunk! Party dress, play dress, bonnet and pajamas. **Trunk brass trimmed with wood frame; 14½ in. high.** Cute hangers with slide-out rack. Covered with labels of Shirley pictures. Shpg. wt., 4 lbs. 7 oz.

49 V 3548
Complete
$4.79



GENUINE SHIRLEY TEMPLE DOLL BUGGIES SOLD BY MAIL ONLY BY SEARS

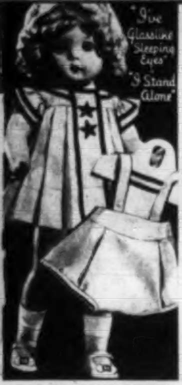
Shirley's picture on each side—her name on hood knobs and nickel plated hub caps.

CLASSY PRAM

3-ply wood veneer body, 20x11 inches, rich dark blue finish. Enameled undergearing. **For 20-inch doll.** Push bar 25½-inches from floor. Folding, adjustable hood. 7-inch wheels—½-in. rubber tires.
79 V 8298—Shpg. wt., 21 lbs. $4.98

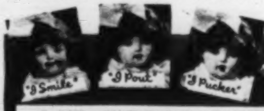
LOOM WOVEN FIBER BUGGIES

Round fiber reversible body, 22x11½ in. For 20-in. doll. Adjustable hood, reclining back. Lined. 8-in. wheels, large rubber tires.
79 V 8287—(As shown). Shpg. wt., 21 lbs. $7.65
79 V 8289—Stationary body, 19¼x10¼ in., half oval fiber. Unlined. For 18-in doll. 8-in. wheels. Shpg. wt., 16 pounds. $4.98



NEW PARATEX SALLY JANE DOLLS

GUARANTEED AGAINST BREAKAGE FOR 1 YEAR



Sold by Mail Only by Sears

The Doll of the Future

$2.79 And Up

Made of the new, hard rubber compound (Paratex) which retains all the beauty of composition without being breakable or affected by water. Guaranteed for one year against breaking, cracking, chipping or peeling.

Product of the American Character Doll Co., one of America's largest and finest doll makers.

You'd look pert and carefree too, if you carried a printed insurance policy guaranteeing you against bumps and breaks. You can wash her with soap and water. She has a turning head and inside jointed full length arms and legs and smooth well proportioned body, sleeping eyes, and a human hair combination ringlet wig sewed on strong cloth foundation, gaily tied up by a wide silk ribbon bow. Dainty printed dot, deep hemmed organdy frock, hemstitched ruffled, shirred organdy collar, undies, rayon socks, snap buckle shoes.

First Human Expression Girl Dolls

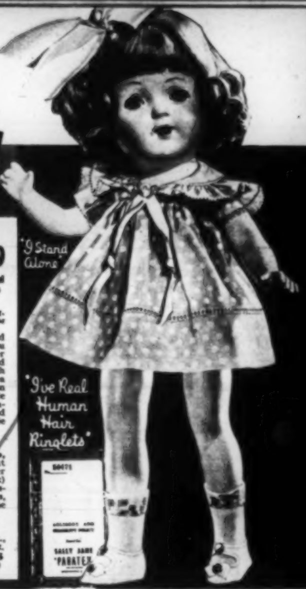
Turn her soft rubber head and she smiles, pouts, puckers. (See illustrations at top of page.) A beautiful little doll that does all the things no little girl doll ever could do before.

15 In. Tall	17 In. Tall
Shpg. wt., 1 lb. 8 oz.	Shpg. wt., 2 lbs.
49 V 2870	49 V 2871
$3.79	$4.79

New All-Paratex Sally Jane Dolls

She cannot smile, pout or pucker but she has a hard rubber unbreakable (Paratex) head, sleeping glasslike eyes, real lashes, open mouth, tongue and teeth.

15 In. Tall	19 In. Tall
Shpg. wt., 1 lb. 8 oz.	Shpg. wt., 2 lbs. 10 oz.
49 V 2853	49 V 2856
$2.79	$4.79

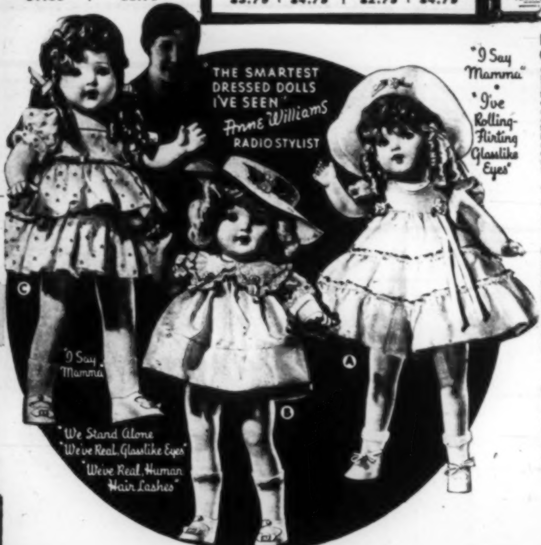


CAROL ANN BEERY WITH 2 OUTFITS

$1.89 13 inch

World famous Wallace Beery's daughter, reproduced into one of the sweetest composition dolls ever. Sold by mail only by Sears. Inside jointed, turning, tilting head, arms, legs. Dainty rosebud mouth, full foundation sewed bob and coronet mohair wig. Real lashes. Washable sailor dress, blue braid and star trimmed. Undies, rayon socks, shoes. Sun suit. Autographed photo of Wallace and Carol Ann included.

13 In. Tall	19 In. Tall
Shpg. wt., 1 lb. 1 oz.	Shpg. wt., 2 lbs. 10 oz.
49 V 3275	49 V 3277
$1.89	$3.79


"THE SMARTEST DRESSED DOLLS I'VE SEEN"
Anne Williams
RADIO STYLIST
"I Say Mamma"
"I've Rolling-Flirting Glasslike Eyes"
C
B
A
"I Say Mamma"
"We Stand Alone"
"We've Real, Glasslike Eyes"
"We've Real, Human Hair Lashes"

Famous Ginger "Mama" Dolls

$2.89 16½ In. Tall

Ⓐ Sold by Mail only by Sears. No finer dolls made. Adorable, real hair girl dolls by Ideal, makers of the famous Shirley Temple doll. Combination 6 long curl, short ringlet "bang" wig sewed on cloth foundation. Double sprayed full composition turning, tilting head, inside jointed arms (the better kind), slim legs. Ruffled, quality organdy dress, picot edge sleeves, bonnet to match, undies, lacy slip, rayon socks, tied shoes.

16½ Inches Tall
49 V 3046—Shpg. wt., 2 lbs. $2.89
20 Inches Tall
49 V 3047—Shpg. wt., 3 lbs. $4.79
26 Inches Tall
79 V 3048—Shpg. wt., 5 lbs. $5.98

Very Smart—A $4.00 Value

Ⓑ 20 in. Tall. Isn't she a pert little darling! Exceptionally well made. Full composition turning, tilting head, inside jointed composition arms and legs (the better kind). Open rosebud mouth, tiny pearly teeth, little pink tongue. Full foundation combination ringlet human hair sewed wig. Lustrous rayon taffeta dress, jaunty imported imitation straw hat, tied with silk ribbon. Undies, rayon socks, snap buckle shoes. Shpg. wt., 2 lbs. 8 oz.
49 V 3032............ $2.98

Beautiful Beyond Words

Ⓒ $7.00 Value. 22 in. tall. Finest silk dress doll ever offered by mail. Soft human hair combination ringlet, long curl wig, fully sewed, tied with silk bows. Composition, turning, tilting head. Inside, washer-jointed arms; long, slim legs. Taffeta frock, puffed sleeves. Silk ribbon rosette. Rayon undies, socks; snap buckle shoes. Shipping weight, 3 lbs. 2 oz.
49 V 3039............ $4.98

"We've Real Long Lashes"
"We've Unbreakable Glass-like Eyes"
"We Cry - We Sit Alone"

Beautiful De Luxe Baby Dolls

$1.98 20-Inch

Two of the loveliest dolls we ever offered, for those who prefer quality to size. Soft kapok bodies. Open mouth, pink tongue, pearly teeth. Full composition. Inside, washer-jointed arms, natural-bent baby legs. Rayon taffeta frocks. Rayon taffeta poke bonnet, lacy undies, rayon socks, tied bootees, rubber panties.

20-INCH BABY	26-INCH BABY
49 V 3140 Shipping weight, 2 lbs. 8 oz. $1.98	79 V 3180 Shipping weight, 3 pounds........$2.98

CHOICE
25c
Each

All-Composition Dolls

Excellent buys. Hard-to-break composition. Turning, tilting heads, inside jointed arms, legs. Painted eyes. Winsome expressions. Shipping weight, ea., 10 oz.

11½-Inch Girl Doll	9½-Inch Baby Doll	9½-Inch Topsy Doll
Pretty printed dress. Undies, socks, hair bow, shoes.	Adorably dressed in printed sun suit with bonnet to match.	Brown with three cute pigtails and colorful garments.
49V3436.25c	49V3437...25c	49V3434.25c

"We Cry-We Sleep"
We've

UNBREAKABLE METAL HEAD DOLLS

$1.00 15-Inch Size

Bumps or knocks cannot hurt them. Adorable organdy dresses, bonnets, lace and ribbon trimmed, soft cotton stuffed bodies. They cry and they sleep. Three sizes.

22-INCH
49 V 3087
Shpg. wt., 2 lbs. 12 oz.. $1.98

17-INCH
49 V 3086
Shpg. wt., 1 lb. 14 oz... $1.59

15-INCH
49 V 3061
Shpg. wt., 1 lb. 6 oz.... $1.00

YOUR CHOICE
49c
EACH
"I Cry.. I Sleep"
"I Sleep"
"I Stand Alone"

Two Really Amazing Values

First time a 14 in. crying, sleeping, cotton stuffed Baby Doll. Composition, inside, washer-jointed arms. Composition head, legs. Deep hemmed, pleated, pink organdy dress, ribbon tied bonnet. Socks, shoes. Shipping weight, 1 lb. 4 oz.
49 V 3453.......49c

16½ in. moving eye, standing girl doll, all composition, nicely dressed. Turning, tilting head, full composition inside jointed arms, inside jointed legs. Printed-dot, organdy dress, undies, bow. Socks, shoes. Shipping weight, 1 lb. 8 oz.
49 V 3440.......49c

Sleeping Eye
ALL RUBBER DOLLS AGAIN AT RECORD LOW PRICES

Little Girls Love Them

12½-Inch Size	14½-Inch Size
98c	$1.49
Others Ask $1.50	Others Ask $2.25

In spite of increasing rubber costs we again offer these soft, flesh-like, unbreakable, all rubber dolls at the same low price that others ask for similar dolls with rubber bodies and all composition heads; or for all composition dolls, which do not hold up and are breakable. These all rubber babies are soft and pink just like a real baby. Head, arms and legs inside jointed (the better way) and have metal rust resisting sleeping eyes. They love a bath and water won't hurt them—they're of unbreakable rubber.

12½-Inch Size	14½-Inch Size
Shpg. wt., 1 lb. 9 oz. 49 V 2970 98c	Shpg. wt., 2 lbs. 4 oz. 49 V 2972 $1.49

"We Sleep"
"We're Unbreakable"
"We Sit Alone"

9-Pc. Layette for Baby Dolls

39c 49V3538

A quality outfit. Lace trimmed organdy dress, lace trimmed bonnet with ribbon streamers, lace trimmed slip, Canton flannel coat, Canton flannel diaper, all edges finished, stomach band, cotton socks, imitation leather bootees, safety pins. Shipping weight, 11 ounces.

49V3538—Fits 10½ to 11½-inch Dolls.....39c
49V3540—Fits 12 to 14½-inch Dolls........49c

Special 22-Pc. Layette

98c

Everything you need to bathe, powder and dress your rubber doll. Lace trimmed organdy dress, ribbon tied bonnet; cap, slip coat, rubber pants, stomach band, bound diaper, safety pins, socks, bootees, blanket, wash cloth, towel, sponge, soap, nursery bottle, bib, pillow, pillow cover, powder, sheet.

49 V 3544—Fits 10½ to 19-in. Dolls. State Height. Shpg. wt., 1 lb..............98c

WARNING! "BOTTELTOT" and "MARVEL-TOT" are the only Wetting Rubber Dolls with the PROTECTING TUBE that Prevents Water From Leaking Out of Arms, Eyes or Mouth. Beware of Cheaper, Thinner, Irregularly Blown Rubber Dolls (Like Inflated Balls) Usually Offered. "BOTTELTOT" and "MARVEL-TOT" are Heavy Molded Rubber, Always More Uniform in Thickness. ***Both Sold by Mail Only by Sears.***

SHE SMILES

SHE PUCKERS

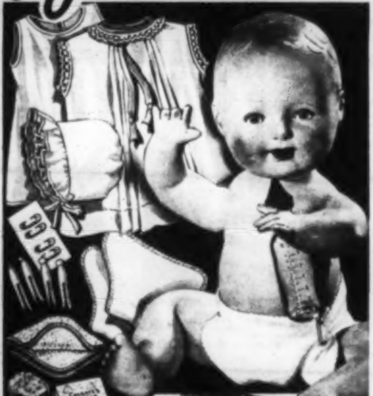
SHE DRINKS

SHE WETS

SHE SLEEPS

BOTH MADE BY
AMERICAN CHARACTER DOLL CO., INC.

Botteltot



COMPLETE IN LATEST STYLE CARRYING CASE

NEW BOTTELTOT NOW WITH VOICE

She acts as Natural as a Real Baby. She Now Cries for Her Bottle! Drinks It Up, Then Wets Her Diaper.

But, don't worry! Water will not hurt her and she has extra diapers. She turns or moves her inside jointed arms, legs and head.

$1.98 15-Pc. Set

10½-In. Botteltot in 15-Pc. Traveling Kit

Outfit consists of deep hemmed, lace trimmed, organdy dress, ribbon tied organdy bonnet to match; slip, extra diapers, 4 wood clothes pins, 4 safety pins, sponge, rubber sheet, soap, wash cloth nursing bottle and nipple. Packed in a new style nickel trimmed, attractive cardboard, 10⅝x10⅝ in., carrying case with snap lock.

49 V 3525—Shpg. wt., 2 lbs. 8 oz. **$1.98**

14½-Inch Botteltot in 20-Pc. Traveling Kit

Same parts as above but with extra graduated nursing bottle and nipple, diaper, warming bag and bootees. Packed in new style nickel trimmed, attractive cardboard, 14⅛x14⅝ in., carrying case with snap lock.

49 V 3526—Shpg. wt., 4 lbs. 9 oz. . . . **$3.79**

New Botteltot With Voice, Bottle and Diaper Only

Same as above but without case or clothes.

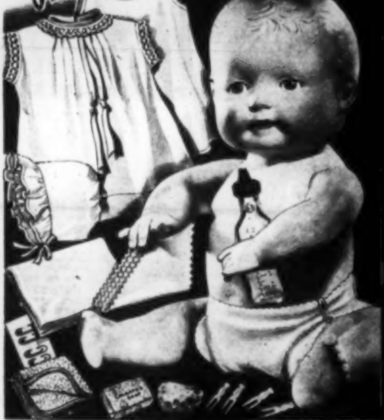
10½-Inch Size Shpg. wt., 1 lb. 10 oz. **49 V 2978** . . **94c**

14½-Inch Size Shpg. wt., 2 lbs. 8 oz. **49 V 2979** . . . **$1.98**

SHE DRINKS HER BOTTLE

SHE WETS HER DIAPER

Marvel-Tot



NEW WONDER DOLL . . .

First Rubber Baby to Smile, Pucker, Pout, as Well as Sleep, Drink Her Bottle and Wet Her Diaper.

COMPLETE IN LATEST STYLE CARRYING CASE

The most marvelous doll that was ever created. There's so little difference between the actions of Marvel-Tot and an actual baby that you'll be amazed. Furthermore, her body is all rubber and feels soft and velvety, like a baby's. The only Doll of its kind in the world. Just turn her head to make her pout, smile or pucker up her lips.

$2.98 15-Pc. Set

10¼-Inch Marvel-Tot in a 15-Piece Traveling Kit

A velvety soft, washable, flesh-like, all rubber doll with inside jointed head, arms and legs. Her 15-piece outfit consists of lacy organdy dress, ribbon tied bonnet, slip, glass nursing bottle, nipple, extra diapers, safety pins, clothespins, sponge, rubber sheet, soap, wash cloth, all in nickel trimmed, cardboard carrying case, 10⅝x10⅝ in. long, with snap lock.

49 V 3535—Shpg. wt., 2 lbs. 10 oz. **$2.98**

12⅝-Inch Marvel-Tot in a 20-Piece Traveling Kit

Same parts as above but with extra graduated nursing bottle and nipple, diaper, warming bag and bootees. Packed in new style nickel trimmed, attractive cardboard, 12⅝x12⅝-in. carrying case with snap lock.

49 V 3536—Shpg. wt., 3 lbs. 10 oz. **$4.98**

Marvel-Tot Dolls With Bottle and Diaper Only

Same as above but without case or clothes.

10½-Inch Size Shpg. wt., 1 lb. 8 oz. **49 V 2983** **$1.98**

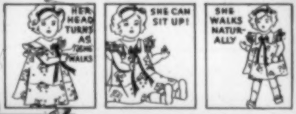
12½-Inch Size Shpg. wt., 2 lbs. **49 V 2984** **$2.98**

NON-LEAK HEAD, ARMS

SHE'S UNBREAKABLE

"I stand alone"
"I have glass-like sleeping eyes"

THE FIRST WALKING DOLL



"MISS CHARMING"

$2.89 16-in. **The Doll Sensation of 1936 . .**

Sold by Mail Only by Sears

Now we have a doll who can really go places and do things. Any little girl can have so much fun making her walk (because it's so easy to do). All she has to do is grasp the doll around the waist from the back—with a slight swaying motion, the doll steps along very easily, **her head turning from side to side automatically with each step in the cutest, almost human manner.**

She has big wistful glass-like sleeping eyes, real long lashes. **Beautiful ringlet and long curl combination sewed mohair wig,** tied by a wide silk ribbon bow. Little pearly teeth, pink tongue, dainty rosebud lips. Body all composition with **full inside jointed composition arms and legs.** Dressed in lovely printed-dot, finer quality, pleated organdy dress with wide ruffle. Undies, rayon socks, imitation leather shoes. Two lovely sizes.

16-In. Tall	28-In. Tall
49 V 3395	49 V 3397
Shpg. wt., 1 lb. 8 oz. **$2.89**	Shpg. wt., 2 lbs. 8 oz. **$4.89**

28 INCHES HIGH
"I cry"
"I have sleeping eyes"

TALL BUT GORGEOUS . . . A $4.00 VALUE $2.98

28-in. tall, she's as sweet as can be, with 8 long shining human hair curls sewed on cloth foundation. Big, wide wistful sleeping eyes, real long curly lashes, open rosebud mouth, little pink tongue, and tiny pearly teeth. Double sprayed and tinted, full composition, inside washer-jointed arms (the better kind), full length, slim, composition legs; soft cotton stuffed body. **Crying voice.** Gorgeous dream-like frock of pink, quality organdy with shirred organdy ruffles and imitation straw, latest style poke bonnet set off with matching organdy ruffle and tied under her pretty chin with a wide silk ribbon. Lace trimmed undies, rayon socks and tied buckle shoes.

79 V 3044—Shipping weight, 5 lbs. . . . **$2.98**

More Fine Dolls in Our Big General Catalog

"I have glass-like sleeping eyes"
"The finest I've ever seen for these prices"
Anne Williams
RADIO STYLIST
"I cry"

"I cry"
"I sleep"
"I have real lashes"

FINE QUALITY

Lovely—22 In. Tall

$1.98 Big, clear glass-like eyes. Tilting head, curly lashes, rosebud mouth, pink tongue, pearly teeth. Six long curls; **real human hair wig** sewed on cloth. **Composition jointed arms, legs.** Pleated, ruffled embroidered trim dress, picot edged bonnet, undies, all organdy. Rayon socks, tied buckle shoes.

49V3022
Shpg. wt., 3 lbs.
$1.98

REAL HAIR DOLLS

In Smart Winter Outfits

$1.98 18-In. Deep **pile** mohair plush. Soft, fluffy and so **jaunty!** Buttons in front. Trimmed tam. Muff. **Full foundation, human hair sewed ringlet wig.** Vivacious eyes, dainty mouth, pearly teeth, pink tongue. Composition jointed arms, legs. Pleated organdy dress, undies; rayon socks; tied buckle shoes. 2 sizes.

49 V 3010—18 In. Tall. Shpg. wt., 1 lb. 9 oz. . . **$1.98**
49 V 3040—21 In. Tall. Shpg. wt., 2 lbs. 3 oz. . . **$2.98**

"I have real lashes"
"I sleep"
"I stand alone"

JUBILEE *Christmas* SPECIAL

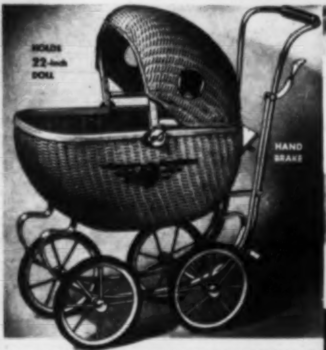
27 INCHES TALL

Usual $3.25 Value **$2.29**

A big lovely, well-dressed, all-composition doll at a very low price. Hard-to-break composition. So daintily dressed that she's hard to resist. Deep hemmed checked organdy dress with organdy pointed collar, elastic puffed sleeves with matching bonnet, undies of same material; socks; tied buckle, imitation leather shoes. Inside jointed, turning, tilting head; sleeping eyes, long lashes. Dainty rosebud mouth, pearly teeth, little pink tongue, strong sewed mohair wig. Inside jointed composition arms (the better kind), full length, inside jointed, composition, slim legs. Shipping weight, 5 lbs.

79 V 3330 . . . **$2.29**

A LETTER TO "DEAR SANTA"
I DRINK MY MILK AND
GO TO BED EARLY
AND MIND MY MOTHER
AND PLEASE CAN I HAVE A DOLL BUGGY

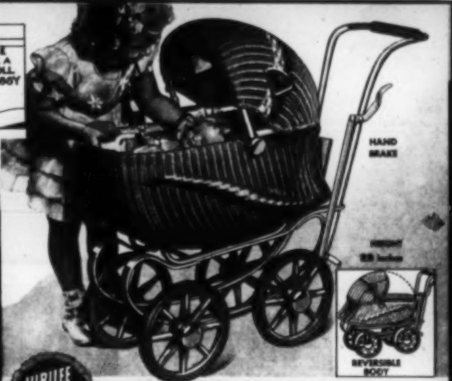


LARGER THAN MOST $4 BUGGIES

$2.79

28¼ in. to top of hood. New rich looking, narrow flat fiber used only on the more expensive buggies. Extra large, too. 26-in. long overall; 9 in. deep body that will hold 22-in. doll. Hood of the latest auto shield type has open round windows, rimmed with bright metal. Reclining back; hand knobs hold hood in any position. Black enameled pusher, 25¾ in. from floor. 7-in. wire wheels, ⅜-in. rubber tires. Body and hood finished a new rich caramel with stencil in each side of body. Undergearing and wheels in cream color. You'll make no mistake in buying this low priced doll buggy for a little girl!

79 V 8208—Mailable. Shpg. wt., 12 lbs. $2.79



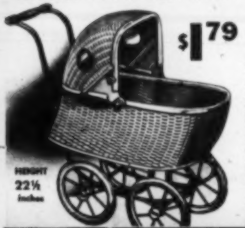
JUBILEE *Christmas* SPECIAL

$4.98 First Time Below $7.00 Buggy—Reversible Body

Shop anywhere and you'll find a buggy of this unusual size and quality selling for $7.00 to $8.00. Rich-looking, streamlined reversible doll carriage that stands 29 in. high to top of hood, is 29¾ in. long overall, with body 9¾ in. deep. Big enough to hold 24-in. dolls, and has 8 in. artillery wheels with 8 shaped spokes. ½-inch rubber tires. Beauty and construction of real baby buggies. Loom woven round fiber, turned edges, reinforced by steel. Reclining back, a fancy woven-in (not stenciled) design on each side. Adjustable hood with woven in design and transparent windows with nickel plated rims. Long pushers braced to body. Black enameled push bar 25½ in. from floor. Finished in two tone green or tan enamels. Mailable. Shipping weight, 16 pounds.

79 V 8218—Two-Tone Green $4.98
79 V 8239—Two-Tone Tan 4.98

FOR OTHER
DOLL
BUGGIES
AND
GIRLS'
TOYS
SEE OUR
BIG
GENERAL
CATALOG

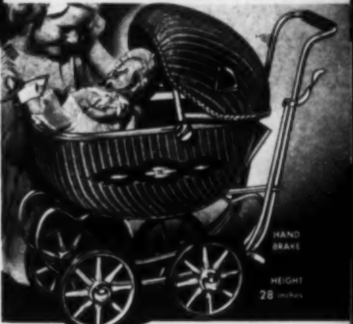


$1.79

USUAL $2.50 SIZE Holds 18-Inch Doll

What little Mother wouldn't be delighted with this unusually sturdy, streamlined buggy. Roomy body 17¼x8 inches will hold 18-inch doll. The body and hood are made of strong narrow fiber finished in a dainty light green with undergearing in harmonious ivory color. Body has solid wood bottom and back (not tin). Push-bar 23½ inches from floor, built higher than on most others. Adjustable hood has open round windows with bright rims. Large 7-inch strong wire wheels with rubber tires. (Not the cheaper 6-inch wheels.) Mailable. Shipping weight, 7 pounds.

79 V 8206 . . . . $1.79

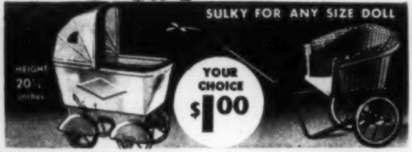


SAVE $1.50 ON THIS BEAUTIFUL LOOM-WOVEN DOLL BUGGY

$3.89

It will hold 22-inch dolls. Rich woven-in design on each side—not stenciled as on others sold near this price. Just look at the size—length overall, 24½ inches; height to top of hood, 28 inches. Body has metal reinforced top—reclining back. Round fiber hood is equipped with new auto shield front, and shatter-proof windows with nickel plated rims. Large nickel plated hand wheels; full hand brake attached to long pushers which are braced to undergear and body. Heavy 7-inch artillery wood wheels—shaped spokes, ½-inch rubber tires, nickel plated hub caps. Handle 25¾ inches from floor. Body and hood new Suntan color with light and dark tan decorations, wheels and frame to match. Mailable. Shipping weight, 14 pounds.

79 V 8246 . . . . $3.89



20½-INCH ALL-STEEL BUGGY

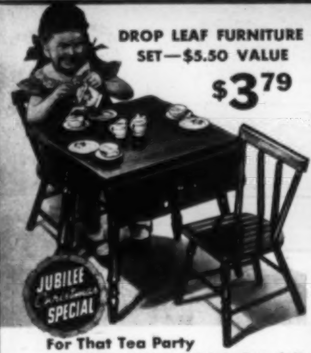
Holds an 18-inch doll. Nearly 50% larger than others sold at about the same price. Streamlined fenders over all wheels. Embossed, 17½x8½-inch body and adjustable hood, open triangular windows. Enameled light green. Rubber tired 5½-inch wheels. Shipping weight, 7 pounds.

79 V 8212—Mailable $1.00

ELEANOR BLUE STROLLER

Lots of dollies prefer to ride in a sulky like this one. Quality narrow flat fiber with a cuff roll reinforced with steel. Seat, 8⅝x7 in. Handle like on Baby's sulky; steel foot-rest and back stop. 6-inch rubber tired wheels. Nickel plated hub caps. Mailable. Shipping weight, 4 pounds.

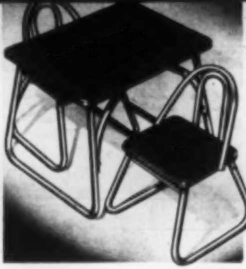
79 V 8270 . . . . $1.00


DROP LEAF FURNITURE SET—$5.50 VALUE
$3.79
JUBILEE Christmas SPECIAL

For That Tea Party

Is Little Miss Hostess proud! And well may she be—to serve tea on such graceful, stylish furniture. Even at $5.50 it would be a big value! Beautiful but strong, too—stocky, nicely turned wood legs. Table top 20x25 in. with leaves raised; 19 in. high. Nicely scalloped with oval edges, striped and decorated with three, colorful flower pots with flowers. Two comfortable chairs, with 10x10 in. seats, 10½ in. from floor, 20½ in. high overall. Legs of nicely turned hardwood; new flat arrow type back spindles. Top and front edge of seat beveled. **Tea set not included. Mailable.** Shipping weight, 25 pounds.

Light Green 79 V 8505 . . $3.79 **Cherry Maple** 79 V 8508 . . $3.79



$2.89 And Up Brand New!! Modernistic

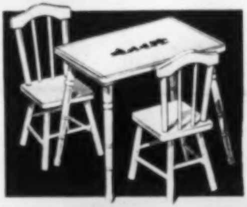
Sold by Mail Only by Sears

"I think it's swell," says Miss Modern Miss. "So different, so ultra-modern, so smart-looking and so comfortably strong." First little girls' furniture of this type. Under-structure of table and two chairs is ⅝ in. **tubular steel** fastened with non-rusting cadmium plated bolts to stamped steel apron. Chair seats and table top of **finished maple.** Enameled steel parts. Table top, 20x15 in., 17 in. from floor. Chairs, seats 10¼x8⅝ in., 9⅝ in. from floor. Height overall, 17¼ in. **Mailable.**

79 V 8506—Shpg. wt., 18 lbs. . . . **$2.89**

Same as above but larger; table top 24x18¼ in., 19½ in. high; chair seats 12x10½ in. 12⅝ in. from floor. Routed out design around edges of table top. **Mailable.**

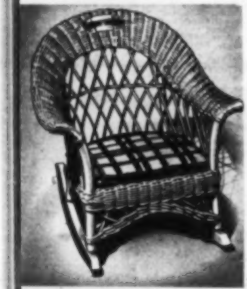
79 V 8507—Shpg. wt., 24 lbs. . . . **$4.48**



$1.79 Priced to Save You 25%

Kiddies will enjoy this smart looking, substantially built 3-piece set. **Table top, 19x13 inches,** stands 17 inches from floor, made of stout ⅝ inch lumber. Nicely turned wood legs screw into cross cleats (far superior to usual nailed type). Table top striped in red with attractive duck's stencil in center. Two chairs have 8½x7⅝ inch seats, 9½ inches from floor, and are unusually comfortable. Height overall, 19 inches. 4-dowel backs and fancy scroll tops. Set finished in attractive ivory enamel. Shpg. wt., 11 lbs. **Mailable.**

79 V 8504
Furniture Set **$1.79**



HAND WOVEN FIBER ROCKER

$1.90

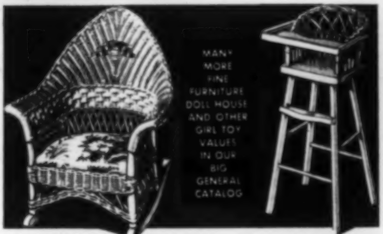
Worth $1.00 More

Not just a toy—but built in every detail like "grown-up" furniture—and just look at Sears low price!

Well padded, removable seat, 13½x12½ inches, covered with colorful cretonne; 10½ inches from floor. Nicely flared arms and back, sturdy uprights, square runners, 22 inches long. (Not the less costly round style). Fancy woven-in design in back; apron in front.

Beautiful two-tone color effect in green or tan. **State color. Height overall, 22 inches.** Shipping weight, 10 pounds.

79 V 8522 . . . . **$1.90**


MANY MORE FINE FURNITURE DOLL HOUSE AND OTHER GIRL TOY VALUES IN OUR BIG GENERAL CATALOG

Beautiful Rocker 25% Saving!

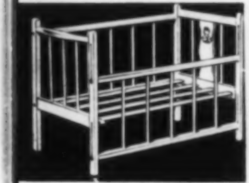
Woven-in design. Removable, padded, 13½x13 in. seat, colorful cretonne cover. 24½ in. high. Arched apron in front, sides. 2-tone green or tan. **State color.**

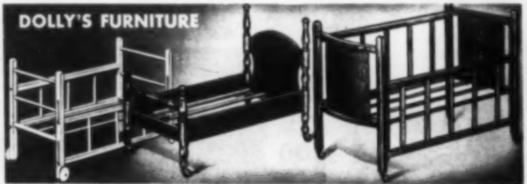
79 V 8523—Shpg. wt., 11 lbs. . . . **$2.98**

Doll's High Chair

21¼-In. Hand woven genuine reed back; lift-up toy tray. Wood seat, 6⅝x5½ in. Green. Shpg. wt., 3 lbs.

79 V 8410 . . . . **69c**





Easily Worth $1.50

27-in. long. Drop side, bow end front; wood panel in head end. Swivel casters. **Biggest value we've ever seen!** Hardwood, light ivory finish. 14 in. wide, 19½ in. high. 4-slat removable wood bottom. **Mailable.**

98c

79 V 7917—Shpg. wt., 5 lbs. **98c**

Save ⅓ On This Special

Drop side Bassinet. 21½ inches long, 11 inches wide, 15¼ inches high. Put Dolly in, pull up the side to keep her safe. Drop it to take her out again. Dowel sides and bottom. Finished in pretty light green enamel. 1⅝-inch wood wheels. Shipping weight, 4 lbs. **Mailable.**

49c

79 V 7915 . . . . **49c**

25-Inch 4 Poster Bed

A good $2.50 value! Beautiful Early American maple finish hardwood bed. 14 in. wide, height of head end 17¼ inches; foot end, 12½ in. Four-piece wood slat removable bottom. **1-inch swivel casters.** Easily assembled. **Mailable.** Shpg. wt., 7 lbs.

$1.59

79 V 7927
Doll Bed **$1.59**

30-Inch Drop Side Bassinet

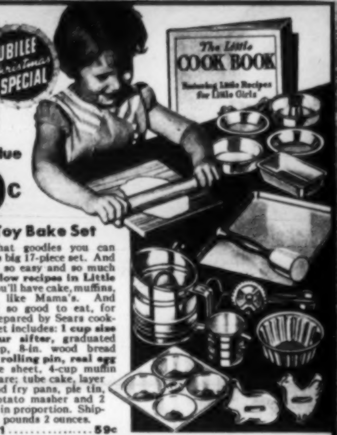
Equal in size and style to bassinets regularly selling for $3.50 to $3.75. New, 3-ply wood panels in head and foot ends. **Drop side. Bow end front, swivel casters. And Big!** 30½ in. long overall, 15½ in. wide, 21 in. high. Cadmium plated hardware. Four slat removable wood bottom. Hardwood, finished in cherry-maple. **Mailable.**

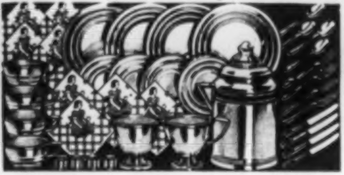
$1.98

79 V 7918—Shpg. wt., 9 lbs. . **$1.98**

WHO WANTS TO PLAY HOUSE?

I'LL BE THE COOK
I'LL SET THE TABLE
I'LL WASH THE DISHES
WONT WE HAVE FUN


JUBILEE Christmas SPECIAL
The Little COOK BOOK
Featuring Little Recipes for Little Girls



~~$1.00~~ Value Priced to Save You 30%

69c

41-Pcs. brand new, pure aluminum, rilled (giving stepped effect) percolator set. Not the old-fashioned embossed shape. **Here's ultra modern service for four**—the little hostess and three of her little lady friends. **4⅝-in. red banded 3-pc. percolator** with red handle and glass dome top. Four, 4¼-in. plates, 4 cups and saucers. Footed sugar and creamer. Four, 4¼-in. knives, 4 forks and spoons. Four napkin rings and 8 paper napkins.

49 V 1879—Shipping weight, 1 pound 69c

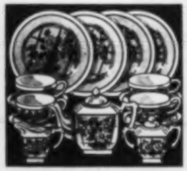
~~$1.00~~ Value

59c

17-Piece Toy Bake Set

Mmm! What goodies you can make with this big 17-piece set. And baking will be so easy and so much fun, too. **Follow recipes in Little Cook Book,** you'll have cake, muffins, biscuits, just like Mama's. And they'll be oh! so good to eat, for recipes are prepared by Sears cooking expert. Set includes: **1 cup size revolving flour sifter,** graduated measuring cup, 8-in. wood bread board, **10-in. rolling pin, real egg beater,** cookie sheet, 4-cup muffin pan, 4 in. square; tube cake, layer cake, bread and fry pans, pie tin, jelly mold, potato masher and 2 cookie cutters in proportion. Shipping weight, 2 pounds 2 ounces.

49 V 1961 .... 59c

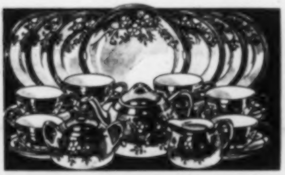


17-Pc. China Tea Set

39c

Service for 4. Two-toned luster. Imported China. Modernistic black and green design with white embossed daisy flowers, fired-in. 5¼ in. covered tea pot, covered sugar. Creamer. 4, 4¼ in. plates, 4 cups and saucers. Shipping weight, 3 pounds.

49 V 1665 .... 39c

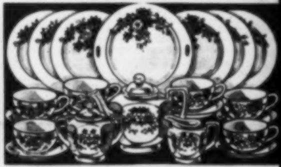


Our Finest Imported China Tea Set

$1.39

Won't the little hostess be proud to serve tea with this set! Imagine! **24 pieces of real China—matchless quality—easily worth $2.00!** Exceptionally pretty, too. Full luster—colorful floral pattern fired into china. Large covered tea pot, covered sugar. One creamer. 6-inch cake plate, other pieces in proportion. Six, 4⅞ inch plates; 6 cups and saucers. Shipping weight, 7 pounds 8 ounces.

49 V 1659—24 Pieces $1.39



24 Pieces Usual ~~$1.00~~ Value

79c

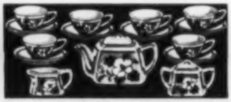
Like Mother's own China except for size. Rose floral spray, fired-in. Two tone luster. White body, blue borders and handles. 5½ in. covered tea pot. Covered sugar, one creamer in proportion. Six, 4⅞ in. plates, 6 cups and saucers and 5½ in. cake plate. Imported. Shipping weight, 3 pounds 14 ounces.

49 V 1666 .... 79c

It Whistles!

Pure Aluminum teakettle, 3⅜ in. wide. Whistles merrily when water boils. Red handle. Shipping weight, 6 ounces.

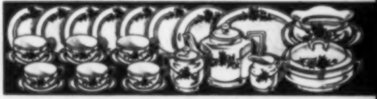
49 V 1871 ..... 20c



Exceptional Value-17 Pc. Set

The right size tea set for Dollies who are just tiny tots. Imported China. Tan body, ivory trim. Floral decorations. 4⅝ in. covered tea pot. Covered sugar. Creamer, 6 cups and saucers all in proportion.

49 V 1664—Shpg. wt., 1 lb. 10 oz.. 19c



Imported Real China Toy Dinner Sets

White body, ivory borders, rose pink floral spray pattern.

23-Piece Service for 6

5⅝-in. casserole, 6-in. platter, 5⅝-in. tea pot. Cake plate and others in proportion. Shipping weight, 4 pounds 8 ounces.

49 V 1669 .... 98c

21-Piece Service for 4

4⅛-in. casserole, 5⅝-in. platter, 3⅝-in. tea pot, other pieces in proportion. Shipping weight, 2 pounds 8 ounces.

49 V 1668—(Not shown). 49c

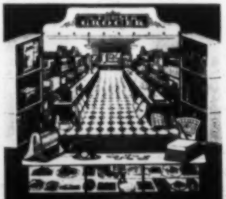
THE LITTLE
HOUSEKEEPER
WILL FIND
MANY MORE
WONDERFUL
TOYS
IN OUR BIG
CATALOG

23-Pc. Corner Grocery

$1.33

31-inch all metal store. The corner grocery has everything you need. Center panel looks like interior of Mother's favorite grocery store. 2 side sections each with 3 shelves to stock with the empty miniature food packages included. Counter, 15⅛x4x2⅝ inches high. White porcelain-like top. Roll of wrapping paper, scale, miniature French phone, order pad, play money. Shipping weight, 4 pounds 6 ounces.

49 V 6460 .... $1.33



Cash Register

You need one for your store. Press key, Bell rings, drawer opens, correct amount registers. Toy money. Black enameled heavy gauge steel. Size, 4⅜x5x4⅝ in. Shpg. wt., 2 lbs. 8 oz.

49 V 6492

89c

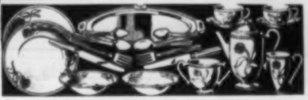
5 BIG PIECES
4-STAR JUBILEE VALUE

79c At ½ saving! Practical, useful little cleaning outfit! 25-in. Kenmore Vacuum, steel base, revolving brush. 24-in. wringer type mop, twist metal grip to wring; strands held in steel grip, colored wood handle. 12-in. cotton yarn duster. 32-in. broom-corn broom, enameled wood handle. Dust pan of heavy gauge metal. Shipping weight, 4 pounds.

79 V 6498—5 big pieces..........79c

WE ALL WANT TO PLAY HOUSE

"I'LL DO THE HOUSECLEANING"
"AND I'LL COOK DINNER"
"AND I'LL MEND AND SEW"



New Latest Design 21-Pc. Breakfast Set for Dolly

21c 1¼ in. footed coffee urn, fancy handle, spout, cover, other pieces in proportion. Footed creamer, sugar with handles. 2 dinner plates, soup plates, cups, saucers. Bright platter. 2 knives, forks, teaspoons and tablespoons. Enameled metal dishes, embossed floral design.

49 V 1901—21-piece Set. Shpg. wt., 10 oz.......21c

NEW ELECTRIC STOVES WITH UTENSILS

Regular 2.50 Value

$1.89 Has 3 real burners with on and off switch. Oven with hinged door, heat indicator and switch. Heavy steel; white crinkle enamel finish colorful trim 10⅝ inches long, 10½ inches high. 4½ foot cord and plug, for 110-volt current. 4 utensils, and recipe book included. Shipping weight, 3 pounds 8 ounces.

49 V 2082...$1.89

Popular Priced Stove

98c Orphan Annie design. Sturdy heavy gauge steel; colorful baked-on enamel finish. 2 real burners, 6 ft. extension cord and plug listed by Underwriters' Laboratory. 3 bake ovens, drop panel doors with Little Orphan Annie design. 6 handy utensils included. Size, 9½-in. long, 8½ in. high, 5¼ in. wide. Shpg. wt., 5 lbs.

49 V 2081......98c

20-PC. COOKING SET—$1.00 VALUE

79c Really cook with these extra large pure aluminum pieces. An 8-page cook book by Sears Cooking Expert, gives you all kinds of little recipes for delicious things to make. "Chick-a-dee" whistling, 3⅛ in. tea kettle. 4-in., 3-pc. double boiler, tubed angel food cake pan; 6 animal cookie cutters. 4-in. handled fry pan. Sauce pan, mixing bowl, pie pan, bread pan, graduated measuring cup, slotted mixing spoon. Cookie sheet, 4¼x3½ in. Bright red handles.

49 V 1869—Shpg. wt., 1 lb. 1 oz.........79c

All-Steel Kitchen Cabinet

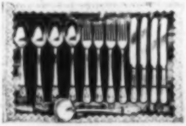
89c Now my play kitchen will be as modern as Mother's own! New, miniature cabinet-table with amazing, new 2-in-1 feature. Simply slip entire top off, and you have a kitchen table with white enameled top. 14 inches wide. Cabinet enameled ivory, 13½ inches high. 4 compartments in all, 2 with hinged doors with knobs, embossed doors and drawers below. Several play packages of food included. Shipping weight, 5 pounds.

79 V 8598...............89c

14-PC. TOY BAKE SET

29c Specially low priced so that every little miss can have one. M-m-m-m! won't cakes, cookies, muffins taste good when baked with this little outfit! 7¼ in. metal cookie sheet. 7-in. wood rolling pin; 4-in. metal 4-cup muffin pan and 11 other handy little pieces as shown. Shpg. wt., 1 lb. 5 oz.

49 V 1962..........29c



13 LARGE PIECES

39c Aluminum cutlery sets. The kiddies will have a great time with these sets. Knives, forks, spoons, and a ladle. Knives are 4⅝ in. long, other pieces in proportion. 13 pc. set in paper lace trimmed box. Made in Germany.

49V1956—Shpg. wt., 8 oz...39c

19-Pc. Set in Oil Cloth Roll

49V1960—Shpg. wt., 6 oz...69c

They Sew Like Mama's
MAKE BEAUTIFUL DRESSES FOR DOLL

First Toy Electric Machine Below $10.00

$1.98 Electric 7½ in. At last a machine where electric motor does work. Speed regulator; use ordinary cord; for 110 to 120-volt A. C. only, 60 cycles. 7½ in. high, 8-in. steel base. Enameled black; nickel plated trim. Thread, clamp, instructions.

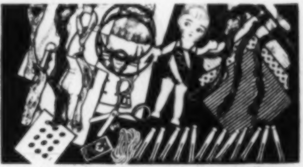
49 V 2002—Motor Driven. Shpg. wt., 3 lbs. 12 oz. $1.98

49 V 2003—Hand Driven Model. Same as above but without motor. Shpg. wt., 1 lb. 6 oz....89c

Famous "American Girl"

$3.59 Built in same factory as large sewing machines. Sews neat chain stitch. Mechanical parts enclosed. Tilting top style. 7⅝x6½ in. Enameled in baked-on Chinese red. Nickel plated trim. Clamp, instructions. Shipping weight, 3 pounds 8 ounces.

49 V 2004....$3.59



Big Values in Children's Doll Sewing Sets

49c DeLuxe 8-In. flesh color China doll, jointed arms, painted features, ribbon bow and bathing suit. Plaid dress. Stenciled apron, sport jacket, sweater outfit, romper, 4 print dresses, 12 wood clothes pins, clothes line. 12 buttons. Embroidery hoop, 6 skeins floss., 4-in. scissors. Thimble, pack needles. Shipping weight, 2 pounds 2 ounces.

49 V 3834—34-Piece De Luxe Set. Shown above. 8-in. china doll..............................49c

13-PIECE SET

49 V 3833—5¾ in. doll. Rayon slip, 4 dresses. Hoop, skeins, scissors, thimble, needles. Shpg. wt., 1 lb. 1 oz. 25c

20 BIG SURPRISES
IN ONE BIG PACKAGE
SEARS GREATEST VALUE

Worth Nearly Double Our Price

Imagine the Thrill of Opening Up, One at a Time, 20 Toys Which Are Either Wrapped in Tissue, or in a Box or Envelope

$1.00

Not just odd lots—but real playthings carefully selected and purchased advantageously over a year's time for this great event. Assortments for both boys and girls. Let's take a little peek—

FOR BOYS—A Walter Johnson Baseball Game which alone sold for over 80 cents. A Soldier Set, 5 molded life-like figures—in Doughboy uniforms. A Numeral and Printing Set with 30 capital letters—10 numerals—5 animal pictures on wood mountings and ink pad. A 12-in. wood and metal Pop Gun, and 16 other toys.

FOR GIRLS—A Big Cardboard Doll House, alone worth 25 cents. A 12-Inch Stuffed Dolly with painted face. "A Book of 45 Toys I Can Make" with beautiful printing you can cut out and make 45 toys—Fun for days and weeks. A Crockery Toy Tea Set of 11 pieces. A Kaleidoscope, hold it against the light and see hundreds of colorful stars. Rich in ideas for painting, designing, etc. Also 15 other toys.

A treasure box, indeed. Worth nearly twice what you pay. Order at our risk, for if you're not satisfied 100% send it back, we'll be glad to return your money. Toys for the skillful boy and girl—educational toys, toys for the little housekeeper—but stop! First thing you know we'll be telling tales out of school and, of course, that would never do. We believe they are the finest surprises you've ever received. Shipping weight, 7 pounds.

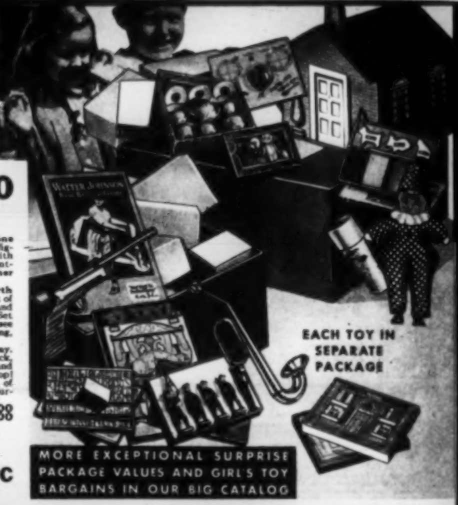
49 V 7021—Boys' Surprise—20 Toys............$1.00
49 V 7027—Girls' Surprise—20 Toys............1.00

10 Toys of Equal Quality Worth about 85 Cents

49c

They contain at least 3 of the toys pictured at right, balance making 10 toys, also wonderful surprises. Toys in separate boxes or wrapped separately in tissue paper. Shipping weight, 3 pounds.

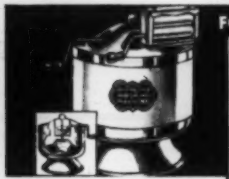
49 V 7020—Boys' Surprise—10 Toys...
49 V 7026—Girls' Surprise—10 Toys...



EACH TOY IN SEPARATE PACKAGE

MORE EXCEPTIONAL SURPRISE PACKAGE VALUES AND GIRL'S TOY BARGAINS IN OUR BIG CATALOG

FOR THE LITTLE HOUSEKEEPER



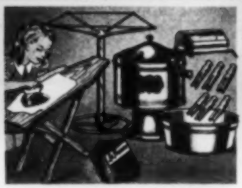
Handy Washing Machine It Really Washes

59c
8¾-inch

What fun she'll have with this Sunny Suzy. Turn the crank and it will rotate the two vacuum plunger type cups. Brown and white enameled. Attached wringer has white rubber rollers; adjustable 3 ways.

Your Choice of Two Sizes

Large Size, 11¼ In. High. (As shown.)	Medium Size, 8¾ In. High. (Not shown.)
49 V 1710	**49 V 1708**
Shipping weight, 3 lbs. 8 oz.......59c	Shipping weight, 2 lbs. 6 oz.......59c

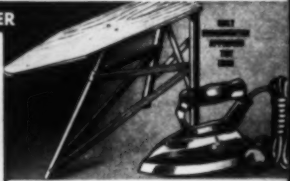


New Improved 8-Pc. Laundry Set

95c

8¾-in. Sunny Suzy washing machine alone is worth 59c. Well-made pieces designed to do their jobs right. Suction cup action like Mama's big machine. Wringer with 2 real rubber rolls, enameled wash tub; revolving drier; 6 wood clothes pins, 12-in. ironing board; nickel plated iron; package of La France Wash-day magic powder to make clothes whiter, cleaner. Eliminates blueing and hard rubbing.

79 V 1713—Shpg. wt., 4 lbs..........95c



Ironing Board 98c

First toy board like mother's new oval 3-legged style. Extremely rigid, will hold adult of 150 lbs. Folds compactly. Ironing surface 34 in. long—9½ in. wide. 22 in. from floor. All parts riveted together. Clear, white, well sanded wood—edges rounded. Shipping weight, 6 pounds.

79 V 1780...98c

Electric Iron 89c

"Jr. Heatmaster," streamlined. 5½-in. overall. Heat resisting red enamel hood with kiddy design. Heat unit triple insulated. All rubber, 6-foot cord and plug. Actually irons collars, cuffs, handkerchiefs. Nickel plated ironing surface, 110-volt A.C. or D.C. Shpg. wt., 2 lbs. 3 oz.

49 V 1795...89c

4-Pc. Matched Set

My, oh My! An adorable purse, just a little girl's size; make-believe metal watch with moving hands on elastic wrist band. Bead necklace; pretty bracelet all in bright colors to match. Shipping weight, 3 ounces.

49 V 6405........**23c**

Toy Manicure Set

7 pieces! Little women want to look neat. Nickel plated, 3⅝-in. scissors, steel nail file, soft buffer, empty nail powder box, cuticle stick, sand paper stick, mirror fastened on lid of box. Made in Austria. Shpg. wt., 5 oz.

49 V 6406........**29c**

New Quintuplet 24-Pc. Sewing Set

What fun for the little mother to keep these 5 dolls dressed. Includes 10 cut out print dresses, 5, 4½-in. china jointed-arm dolls. 5 rompers to sew; floss scissors, thimble, needles.

49 V 3711—Shpg. wt., 1 lb. 14 oz. **45c**

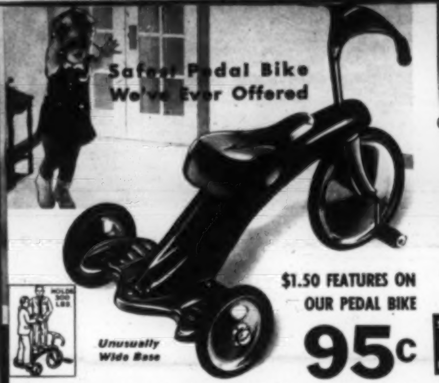
19-pc. Set with 5, 3½-in., china dolls, 10 dresses. Thimble, floss, 2 needles.

49 V 3710—Shpg. wt., 1 lb. 2 oz. **23c**

42-Pc. Shirley Temple Set

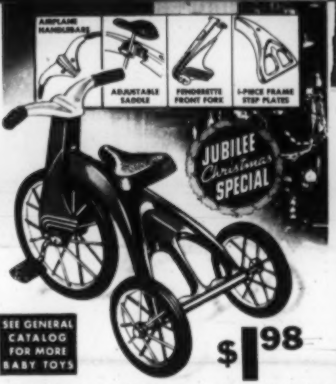
12-in. standing cardboard Shirley Temple in natural colors, 2 sides; 6 cutout sheets of Shirley's dresses and toys. Shpg. wt., 14 oz.

49V3716
25c



$1.50 FEATURES ON OUR PEDAL BIKE

95c



SEE GENERAL CATALOG FOR MORE BABY TOYS

$1.98

EXTRA LARGE, STRONG, SAFE AND COMFORTABLE

- **Extra wide, 16¼ inches, to prevent tipping**
- **Comfortable saddle shaped seat like a velocipede**
- **Sturdy enough to hold up to 300 lbs.**
- **Rubber pedals and rubber hand grips**
- **Smooth, rounded edge, auto fender frame**

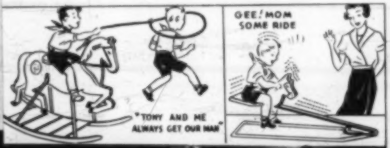
You can't buy a more practical, more healthful toy for babies up to 2½ years. You'll be amazed how soon a little tot will learn to ride. Just place him on the seat, put his feet on the pedals and push him along—he may push along with his feet first—but soon he'll be pedaling like a veteran. **Size, 22⅝ in. overall;** leg reach from seat to lower pedal 13½ in. Frame, of 20-gauge, red auto body steel, forms beavertail back with stamped out step plates over rear axle; 8¼-in. front wheel; ½-in. rubber tires.

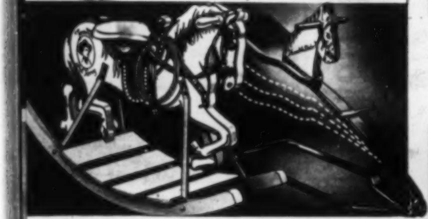
79 V 8376—Shipping weight, 9 pounds. **Mailable**..............95c

HIS FIRST BIKE PRICED TO SAVE YOU $1.00

New streamlined 1-Piece Steel Frame Velocipede. Has full size velocipede type 10-in. front wheel that tots up to 3½ will find the right size. **Height overall, 18 in.** Note extra width to prevent tipping. **Seat to lowest pedal measures 13½ in. instead of the usual 12-in. measurement,** and is adjustable to 15½ in. to take care of growing legs. It's a beauty, and so strong. Frame of heavy stamped steel, attractively formed and reinforced. Back of frame shaped to make mounting platform over rear axle. Front fork of semi-fender design. Reinforced and nicely shaped **adjustable seat.** Frame finished in bright red baked-on enamel, handle bar and wheels light ivory. Beautifully designed heavy gauge steel handlebars. Large rubber hand grips. Streamlined rubber pedals. 10-in. spoke type front wheel, 6-in. rear wheels, ⅝-in. black rubber tires.

79 V 8653—Shpg. wt., 11 lbs. **Mailable**..............**$1.98**


"TONY AND ME ALWAYS GET OUR MAN"
GEE! MOM SOME RIDE



Tom Mix and Tony Rocker

$3.59

An exact reproduction of Tom Mix's famous horse, this rocking horse is far bigger than the usual. Big enough for boys, girls up to 6 years. Includes Tom Mix lariat. **Seat is 19½ in. from ground,** rockers 40 in. long. **Made of ⅝-in. 5-ply wood.** Strong, red and black web bridle rein. White, red enamels. Rocker, footboard, iron supports in bright yellow. **Mailable.**

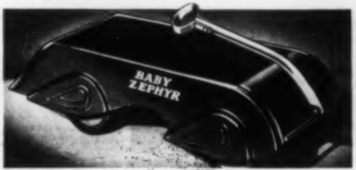
79 V 7554—Shpg. wt., 13 lbs. **$3.59**

Famous Health Rider!

$2.49

Sold By Mail Only By Sears At Big Savings! A horseback ride on this health building toy gives fun and action while developing Baby's muscles. Keeps him happy. Nicely shaped wood seat. 1⅜-in. auto spring steel frame. Safe—nothing to pinch fingers. Seat, 13⅝x6⅛ in. Adjustable foot rest slides on frame to fit baby. **Round 1-pc. steel base, 34½ in. long, will not upset.** Green enameled. Horse's head and seat deep orange, black trim. **Height overall, 25 in.** Shpg. wt., 15 lbs. **Mailable.**

79 V 7510..............**$2.49**



24 Inches Long—The Longest Wagon at the Price!

95c

Streamlined. Sold By Mail Only By Sears. Smart looking, low priced! For tots up to 3 years. Develops legs, arms, bodies. Built like a regular wagon, not just a pull-toy. Body formed from heavy auto-fender steel with embossed fenders; sloping beavertail back. Heavy steel bolsters, undergearing. Tubular steel handle, 4½-in. double disc steel wheels, ½-in. rubber tires. Wheels, body enameled red. Handle ivory color.

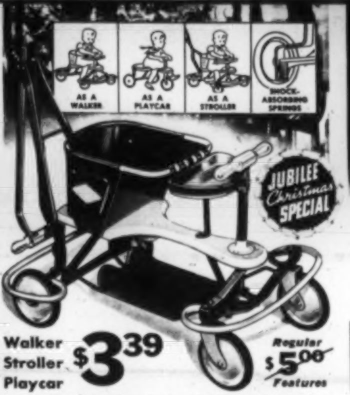
79 V 7624—**Mailable.** Shipping weight, 8 pounds............95c

STREAMLINED PEDAL BIKE

$1.69

For Tots up to 3½ years. Comfortably formed **smooth wood seat, 9½ in. from the floor—mounted on steel frame.** No sharp corners. Child can slide back or forth to suit length. Streamlined embossed steel fender over front wheel, streamlined handlebars with rubber grips, **8-in. front and 6½-in. rear wheels; ½-in. rubber tires.** Streamlined rubber pedals. **Seat 18½ in. long and 7¼ in. wide.** Bright red and ivory enamels. Shpg. wt., 9 lbs. Mailable.

79 V 8399.**$1.69**



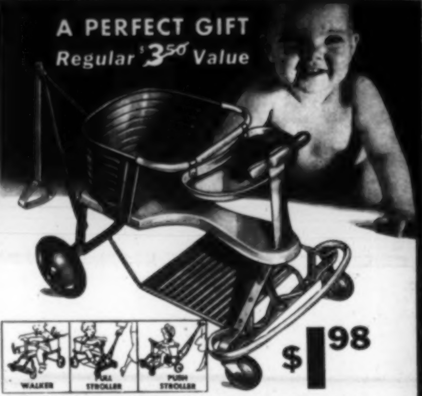
Walker
Stroller **$3.39**
Playcar

3-IN-1 COMBINATION AT $1.50 SAVING

- **Extra large size to steady walker, prevent tipping.**
- **Special, simple arrangement to convert into playcar.**
- **Four 5¼ in. wheels, ½ in. tires for easier rolling.**
- **Spring shock absorbers on rear axle. 1-pc., embossed steel back. Removable foot pan, aluminum toy tray.**

You'll find it has everything those expensive walkers have and more, such as bumpers for front and rear, colorful wood beads, etc. For 3-wheel playcar, detach front gear, pull out one wheel and put into socket, provided. For stroller, attach footpan and folding steel handle. Extra wide base prevents tipping, size, overall, 25¼x19½ in. Finished in rich brown and ivory, washable enamels. For De Luxe Walker see Big Catalog.

79 V 7532—Shipping weight, 20 pounds. Mailable....**$3.39**



$1.98

LOW-PRICE ROLLER BEARING BABY WALKER, STROLLER

Note the extra large size and also that it is a pull or push stroller. Proud Mothers will consider this walker the perfect gift. It's so sensible, so useful, and what is mighty important to thrifty buyers, it is extra wide, 16½ inches to prevent tipping. Extra large too, 40 in. overall. **Walker without handle, 22½x16½ in.** Handle height, 34½ in.

Beautifully enameled in washable green and ivory. Just the thing to make baby's little legs grow straight and strong. Snap on the folding handle at front or back, put foot-rest into place, and it's a stroller. Roller bearing, 5¼-inch double disc steel rear wheels; ½-inch rubber tires. Heavy steel removable foot rest, very comfortable, shaped wood seat with roomy opening for child. Enameled steel tray for baby's toys. Large rubber front casters. Shipping weight, 13 pounds.

79 V 7530—Mailable..**$1.98**

RING
TINKLE
RING
RING
TINKLE

All-Steel Wheelbarrow

Lightweight, colorful, sturdy. Body and handles of auto steel. **28-in. long overall.** Barrow, 14½x11½-in.; 3½ in. deep. **6-in. double disc steel wheel, ½-in. rubber tire.** Green, ivory trim. Shpg. wt., 5 lbs.

79 V 7629..........**98c**

Chime Wheel Stick Horse

With bell reins. Worth twice our price! Bells tinkle merrily when you guide him with strong cloth reins with 2 large tinkling bells—Horsie's head, stick of sturdy decorated wood. Two sturdy steel chime wheels. **28 in. long.**

49 V 6411—Shpg. wt., 1 lb. 13 oz. **39c**

NON-TIP HORSIE-ROCKER

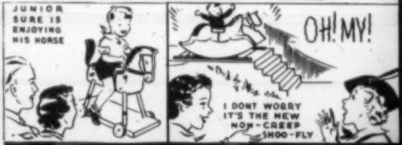
73c

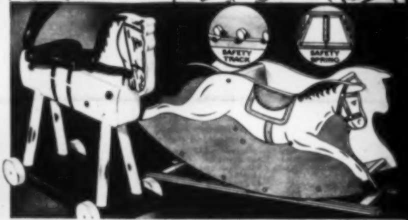
Enameled in Ivory with black trimming. Let Baby rock-a-bye while exercising. Here's real fun and exercise for little tots and a safe plaything. Low enough for baby to climb on or off. 2⅝ in. at front, 4½ in. at rear. When feet get tired, baby can rest them on extended wood seat, 17½ in. long.

Made of smooth, sanded wood. Nicely cut out horse's head. Shpg. wt., 5 lbs.

79 V 7501....**73c**

SAFE
Exerciser


JUNIOR SURE IS ENJOYING HIS HORSE
OH! MY!
I DONT WORRY IT'S THE NEW NON-CREEP SHOO-FLY



Ride Him, Little Jockeys!

79c

Oh! What a pretty horsie — Little tots can ride him, guide him with the strong reins. Because he's so gentle at the post—doesn't kick up a row and throw the jockey—and he's a glutton for carrying weight—**holds up to 200 lbs.** Sturdy wheels and what fun to paddle with your feet and rest them on the roomy platform. Solid wood. Finished in brilliant, harmless lacquer. **Height of horse, 16 in. Seat about 11 in. from floor** — nicely shaped of smooth wood. Imitation leather reins. Bushy fiber tail.

49 V 5476—Shpg. wt., 3 lbs. 5 oz.. **79c**

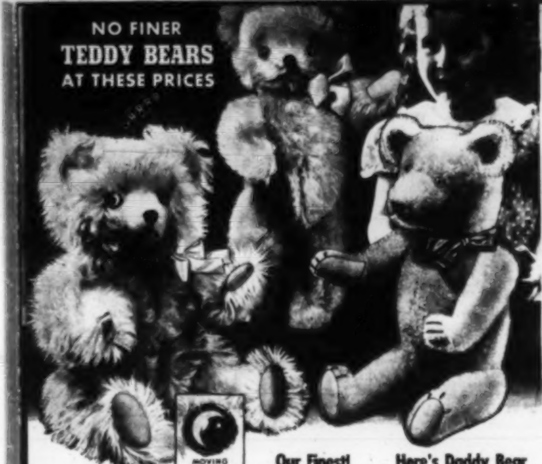
$4.00 New Safety Shoofly

$2.79

Sold by Mail Only by Sears. At last a shoofly that cannot creep or upset. Has new patented slotted track which "stays put" no matter how hard the child rocks. Develops muscles of back, shoulders, legs. Spring under seat makes for gentle rocking motion. Strong, light, portable. **Heavy plywood. 32½ inches long, 12 inches wide.** Attractive colors. **Mailable.**

79 V 7567—Shpg. wt., 11 lbs. **$2.79**

NO FINER TEDDY BEARS AT THESE PRICES



Now! With Moving Eyes

$1.59

"Hug me tight and I'll make big bright eyes at you. Not too tight or I'll growl." **Made Specially for Sears.** 13½ in. tall. Soft, cuddly, long rayon pile plush (silk-like)—stuffed with soft material—chubby, well shaped body and legs. Beautiful golden light brown color. Head turns, legs and arms move freely on double washer joints. Nose, mouth, claws and feet embroidered in black. Pretty ribbon and bow around neck. Made in Germany.

Shipping weight, 12 ounces.

49 V 4341..............$1.59

Our Finest!

$2.49

A 14-in. soft, cuddly, real quality beauty. Fluffy and life-like. Long Mohair pile plush. Beautifully shaped. Filled with Kapok. Natural as can be. When you squeeze them they have the dearest little squeak of a voice. Bright glass eyes. Movable head and limbs on double washer joints. Pretty ribbon bow around neck. Shipping wt., 1 lb. 12 oz.

49V4328 $2.49

Here's Daddy Bear

95c

Daddy Bear

How he does gr-r-r-owl with a deep bear-like growl when you tip him. Still he's a lovable, big fellow. 17½ in. tall. Well shaped with coat of medium long pile plush. Rich golden brown color. His glass eyes shine and his head, arms and legs move naturally on double washer joints. Nose, mouth, claws, hands embroidered black. All made in Germany.

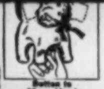
49V4337—Shpg. wt., 1 lb. 5 oz....**95c**

MAMA BEAR

49 V 4336—As above but with milder squeak voice. 15 in. tall. Shpg. wt., 15 oz... **73c**

BABY BEAR

49 V 4335—With high shrill voice. 12½ in. tall. Shpg. wt., 10 oz............ **49c**



Button to Move Head

YOUR CHOICE 89c

- **Long Pile Plush.**
- **Glass Eyes that sparkle.**

Realistic, well built dogs that are far superior to usual type sold at this price. Turn button located under body to move heads (see above). Made in Germany.

SCOTTY

Black—10 in. high. 10 in. long. Shpg. wt., 1 lb. 1 oz.

49 V 4001....89c

WIRE HAIR

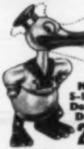
White spotted. 9-in. high. 11-in. long. Shpg. wt., 14 oz.

49V4002.....89c

Low Priced Scotty

Cute little rascal with squeaker voice. Black rayon plush, 8½ in. long, 6 in. high. Imitation leather red collar with buckle. Glass eyes. Imported. Shpg. wt., 10 oz.

49 V 4010 .25c

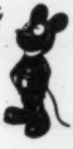


New 5-Inch Donald Duck 25c

New low price! Stands alone. Painted sailor clothes. Sanitary, solid rubber. Moving head. Fast color.

49 V 4404

Shpg wt., 7 oz..**25c**



3½-In. Mickey Mouse Only 10c

Stands alone. Black rubber, red trimmed. Will not crack. Fast colors.

Shipping weight, 6 ounces.

49 V 4403— 10c

5-In. Mickey or Donald Duck

Inflated. Red rubber balls, stencil design. Shpg. wt., 14 oz.

49V4450 Don. Duck Ball. **18c**

49V4451 M. Mouse Ball.. **18c**

M. Mouse Inlaid Enameled Balls

Inflated. Mickey colors not stenciled. Shpg. wt., 1 lb. 5 oz. and 8 oz.

49V4465—6-Inch.. **45c**

49V4463—4½-inch. **22c**

49V4460—M. Mouse Sponge Rubber Ball. 2½ in. diam. Stencil. Shpg. wt., 4 oz. **10c**

Animal Design Balls

New! Different. Red lacquered inflated rubber balls with white bands. Covered with white animals. Wts., 1 lb. 2 oz. and 14 oz.

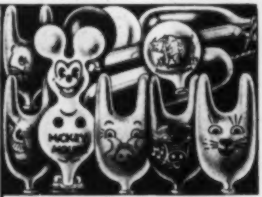
49V4458—6-in. **29c**

49V4457—5-in.. **19c**

BEAD DOLLY

12 colorful, celluloid beads joined by elastic cord, 9 in. tall. Loop cord for crib. Rattles. Shpg. wt., 8 oz.

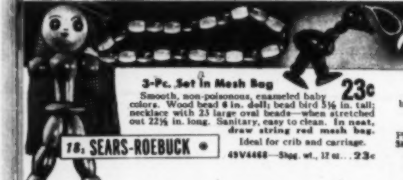
49V4421 29c



12 Huge, Colorful Assorted Balloons

Toss Mickey up—he lands on cardboard feet; grows to 23 in. tall. Kat, Owl, Rabbit, Pig faces inflate to 7-in. diam.; snakelike balloon to 16 in. many others; 2 have squawker; 1 animal picture.

49 V 6403—12 Balloons. Shpg. wt., 3 oz. **19c**



3-Pc. Set in Mesh Bag **23c**

Smooth, non-poisonous, enameled baby colors. Wood bead 6 in. doll; bead bird 5½ in. tall; necklace with 23 large oval beads—when stretched out 22½ in. long. Sanitary, easy to clean. In neat, draw string red mesh bag.

Ideal for crib and carriage.

49V4468—Shpg. wt., 12 oz... **23c**

Genuine Chip-Proof Baby Ware Low Priced at Sears

Tasteless! Stainless and sanitary. No coaxing at meal time when you serve baby in these cute little dishes. Baby colors, suitable for gifts.

Partitioned Turtle Plate and Mug Set

Plate 7 inch diameter. Shpg. wt., 1 lb. 8 oz.

49 V 1938...$1.19

Mickey Mouse Plate and Mug Set.

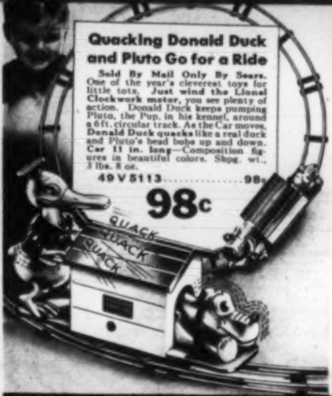
Deep feeding dish, stenciled design. Shpg. wt., 13 oz.

49 V 1954.... 28c

Mickey Mouse Mug

Large Handle. Shpg. wt., 7 oz.

49 V 1952.. 14c

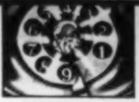


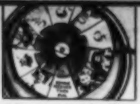
Quacking Donald Duck and Pluto Go for a Ride

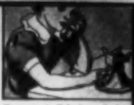
Sold By Mail Only By Sears. One of the year's cleverest toys for little tots. Just wind the Lionel Clockwork motor, you see plenty of action. Donald Duck keeps pumping Pluto, the Pup, in his kennel, around a 6 ft. circular track. As the Car moves, **Donald Duck quacks** like a real duck and Pluto's head bobs up and down. **Car 11 in. long**—Composition figures in beautiful colors. Shpg. wt., 3 lbs. 8 oz.

49 V 5113..................98c

98c


Picture in center of dial

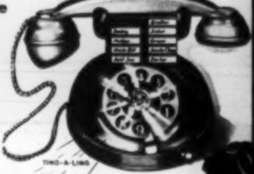

9 Pictures on revolving disc


Tomorrow's Telephone Today

The First Electric Television Telephone

New Amazing Marx Toy Sold By Mail Only By Sears!

$1.49

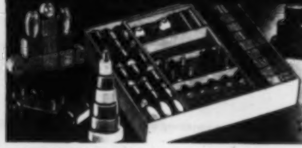


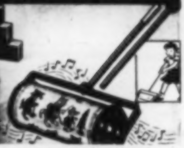
"I have just dialed Santa's number. 'Hello! Is this the North Pole?' Oh! quick, Sis. Look!—there he is right in the center of the dial, all lighted up and looking right at me."

How thrilled the child will be to see Santa's picture **magnified** in the center of the dial! 9 colored pictures of Santa and others, included on the disc inside (see above) but you can easily insert your own snap shots or pictures from newspapers. Miniature directory mounted on the phone, has space for 9 names where you or Mamma can write the name of the person opposite the number that will bring the picture you want to see. Extremely simple mechanism. Just take off the receiver, dial the number, then move front lever to ring bell, give busy signal, or turn on the light. **Phone 8 inches overall.** Metal mouthpiece and receiver of French phone type. Shipping weight, 2 pounds.

49 V 2460—**Complete with bulb and battery**..................**$1.49**

MORE TOYS for TINY TOTS AT BARGAIN PRICES IN OUR BIG CATALOG





Over 90 Pieces—Tiny Tot Assortment

89c

Six different activities for youngsters. Hours and hours of healthy fun—Educational too! There're beads for stringing, blocks for building. Cart, with hammer-pegs, to pull, and 3 other sets for teaching the matching of colors. A thousand mental exercises for the young child who is just beginning to figure things out. Coated with non-poisonous enamels. Attractive box.

Shipping weight, 2 pounds 6 ounces.

49 V 3679..................................89c

Musical Rolling Chimes

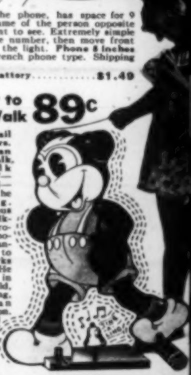
25c

Baby'll love this toy. Tinkling music and flashy color. Push or pull it along and hear the metal chimes. Lithographed nursery scenes on metal such as Three Little Pigs, Pussy Cat, Clowns, etc. **20-inches long, including wood handle.** 9½ inches wide. Shpg. wt., 12 oz.

49 V 2420..................25c

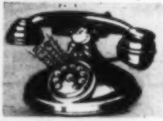
First Toy to Really Walk

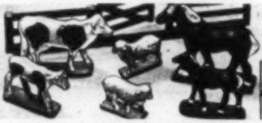
89c

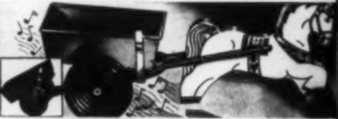


Sold By Mail Only By Sears. Any child can make him walk. Meet "Walk Along Trix"—16 inches tall—Bell tinkles as he walks along. Most ingenious fascinating walking toy ever produced. No motor, no mechanism. So easy to operate, works like magic. He walks along in front of the child, arms swinging, so child can watch the action. Sturdy wood in bright colors. Shpg. wt., 5 lbs.

49 V 5481
89c







Watch Mickey Pop Up

Lift the receiver—Mickey jumps up. Dial your number—bell rings. Big 8⅝ in. French phone, red enameled. Nickel trim, felt base, green cord. Shpg. wt., 1 lb. 9 oz.

49 V 2457........**49c**

7-Piece Lifelike Rubber Farm Set

49c

Unbreakable. Horse, 3⅝ in. long, colt, 2¼ in. long, 2 sheep, a cow and calf all in proportion. 11 inch section of fence; gate opens. All molded from solid rubber. Ideal for tots, nothing to break, so soft, will not scratch furniture—sanitary—washable.

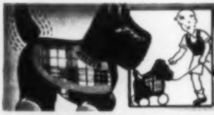
49 V 6412—Shpg. wt., 1 lb. 2 oz.......49c

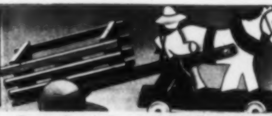
Horse With Chime Wheel Cart—15 Inches Long

45c

Little tots always like to load up toys especially in this **musical dump cart.** Brightly colored heavy gauge steel cart hitched up to sturdy, attractively colored wooden horse with pull cord attached. When it moves, metal wheels make chime music. Body can be dumped by moving side lever. 15 in. overall. A big bargain.

49 V 5415—Shpg. wt., 1 lb. 9 oz..................45c





Waggytail Kiltie

23c

When he's pulled or pushed along the floor, his tail wags like a friendly puppy. Made of wood, covered with bright colored paper—**about 7½ in. long.** Strongly built to resist youngster's knocking about. An excellent value.

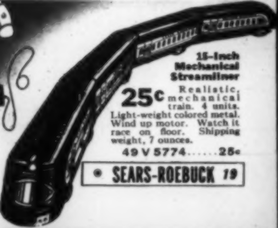
49 V 5409—Shpg. wt., 1 lb.....23c

Farmer Goes to Town—18-Inch Toy

59c

Usual $1.00 toy size. Colorful roomy hay cart. Sturdy wood throughout. Load up with toys or play filling it up with hay. Beautifully colored, farmer and horse set on sturdy wood platform, mounted on wheels. Length, overall, 18 in. Will delight any youngster.

49 V 5414—Shpg. wt., 2 lbs..............59c



15-Inch Mechanical Streamliner

25c

Realistic, mechanical train. 4 units. Light-weight colored metal. Wind up motor. Watch it race on floor. Shipping weight, 7 ounces.

49 V 5774.......25c

SOLD BY
MAIL ONLY
BY SEARS
JACK and JILL
DE LUXE

Record Low Price for Toy Phonograph

69c

A special purchase enables us to reduce our Spring Catalog price of 98c! You'll be amazed at its clear tone. It plays up to 10-inch records. Operated by a strong key-wind clockwork motor. Reproducer and fiber horn. Length, including horn 14 in. 7⅝ in. enameled steel base. Extra needles. Records not included. A world of fun for youngsters.

49 V 2433—Shipping weight, 2 pounds 10 ounces....**69c**

6-In. Double Faced Non-Breakable Records
Popular titles. Shpg. wt., 5 oz. Each..................**10c**
49V2358—Three Little Pigs; Had a Little Doggie.
49V2359—House that Jack Built; Three Blind Mice.
49V2360—10 Little Indians; Oh Dear, What Can The Matter Be.

Sears Fine Quality Chime Tone Pianos

79c 8 Key

SAVE! Do not be misled by lower prices on inferior pianos with paper hinged, soft wood keys and lighter weight, thinner cabinets. **Built like real Baby Grands.** Varnished, decorated cabinet; numbered hardwood keys with white and black tops actually representing flats, sharps (not just paint). **Key hammers hinged with fabric and padded to insure best tone quality.** Actually play simple tunes. 3 turned wood legs. Tone controlled by 2 adjustment screws. Imported.

8 KEY	12 KEY	15 KEY
10⅝ in. long, 7⅝ in. wide, 4⅝ in. high. Shpg. wt., 3 lbs.	12⅛ in. long, 10¼ in. wide, 5⅛ in. high. Shpg. wt., 3 lbs. 8 oz.	13 in. long, 12⅝ in. wide, 5⅝ inches high. Shpg. wt., 4 lbs. 8 oz.
49V2416....79c	**49V2417 $1.00**	**49V2418..$1.98**

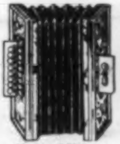
$2.59

New DeLuxe Model

Everybody wants to learn to play an accordion nowadays. Here's exceptionally fine quality, accurately tuned, too. A real instrument except small in size. **20 treble notes and 2 bass keys with 4 notes.**

Fine workmanship and finish. Double bellows, nickel plated leather padded, treble keys, Mahogany finished wood frame. Size overall closed, 10⅝x8⅝x4½ inches. Nickel plated trimmings and two clasps to hold closed. Wide web hand straps. Made in Germany. Shipping weight, 3 lbs. 1 oz.

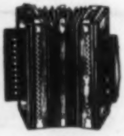
49 V 2371..........$2.59



Unusual Value

10 double reed metal keys. 20 notes, 2 bass. Nickel plated trimmed metal frame. Deep tone. Size 9⅝x6⅝ in. Made in Germany. Shpg. wt., 1 lb. 12 oz.

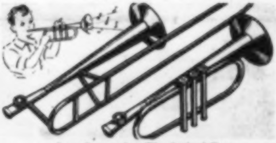
49 V 2368...$1.19



Specially Priced

8 treble keys, 16 notes, 1 bass key, 2 notes. Accurately tuned. Bright colors. Well made. Size closed, 10x4½ in. Made in Germany. Shpg. wt., 1 lb. 2 oz.

49 V 2355..... 69c



Jazz Creonets—The Latest Rage

Just hum tune in mouthpiece. Anybody can play. Gold color. Trombones slide. Cornets have moving valves.

Junior 2-Pc. Set	Senior Trombone	Senior Cornet
13⅝-in. Trombone and 13-in., 3-valve Cornet. Shpg. wt., 1 lb.	38½ in. long when extended. Shipping weight, 1 pound 4 ounces.	3 spring valves. 16⅛ in. long. Shipping weight, 14 ounces.
49 V 2379..40c	**49 V 2380..49c**	**49 V 2381..49c**

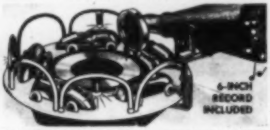
GENUINE
HORSEHAIR
BOW

Toy Violins for Beginners

$2.29

Actually play simple tunes. Reddish brown finish. Shaped neck, tail piece. Extension sides at top, bottom. Wood bridge, block of rosin. 6¼ in. wide. 21 in. adjustable bow.

19⅝-In. Wood Violins	19½-In. Metal Violins
Kiln-dried wood. Made in Germany. Shipping weight, 1 pound 6 ounces.	17½ inch bow, metal bridge. Made in Czechoslovakia. Shpg. wt., 1 lb. 12 oz.
49 V 2333...$2.29	**49 V 2335.......95c**



New Mickey Mouse Merry-Go-Round

$1.79

Strong clockwork motor. Around the 5 Mickey's go to phonograph music, glaring lights, steel autos, with rubber tires. **Revolving platform about 11 in. in diam.** One battery lights 4 bulbs (battery not included). 8 nickel plated guard rails. Ivory finished base, green fiber horn and reproducer. For extra records see Phonograph above.

49 V 2441—Shipping weight, 4 pounds...**$1.79**
20 V 1401—Flashlight Battery. Shpg. wt., 6 oz..**4c**

Gold Color Saxophones

59c 14½ inch

Be a Jazz King. Metal toy saxophones. Sheet music included. Leather padded keys, sanitary wood mouthpieces. Accurately tuned reeds. Made in Czechoslovakia.

23-Inch Sax—20 Notes

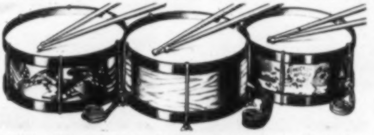
10 keys that play 20 notes and 2 chord bass notes. Adjustable cord. Shpg. wt., 1 lb. 12 oz.
49V2487 . $1.89

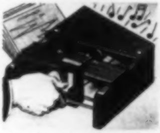
19½-In. 10 Key Sax

2 of them Bass. Shpg. wt., 1 lb. 7 oz.
49 V 2475..$1.10

14½-In. Sax—10 Keys

Shpg. wt., 14 oz.
49 V 2479.....59c





12-Inch Drum

98c

Calfskin beating head, metal sides. American eagle and flag design on sides. Strong fabric snare head (Not paper) so both heads can be used. Constant pressure spring rods. Metal hoops. Web carrying sling and pair of drum sticks. Shpg. wt., 3 lbs.

79 V 2488....98c

12-In. Orchestra Type

$1.98

Two real calfskin heads. Solid oak shell. Metal rims. 5 steel tension rods for more accurate tuning, not cord and leather ear type. A really fine drum not to be compared with inferior grades selling at this price. 3 inside snares; sticks, web carrying sling. Shpg. wt., 3 lbs.

79 V 2489 $1.98

11-In. M. Mouse

45c

2 strong, tough fabric heads give nice drumlike tone. Mickey, Donald Duck, and other Symphony favorites, brilliant contrasting colors, on metal sides. Steel rims, spring rods, drum sticks, web strap. Shipping weight, 2 pounds.

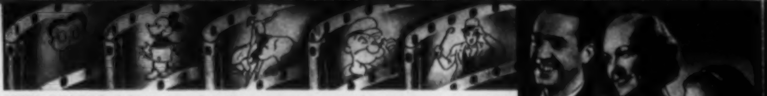
79 V 2482....45c

New 8-Key Playatone

89c

Sold by mail only by Sears. Just place sheet of music on top of instrument so that vertical lines correspond with steel tone bars. Operate sliding hammer and play simple melodies in Chime-like tones. Like a xylophone. Instructions, 4 sheets music included. Accurately tuned. Mahogany finish wood cabinet. Size, 10⅝x7¼x3⅝ in. Shipping weight, 2 pounds 12 ounces.

49 V 2410............89c



NEW RECORD LOW PRICE ON ELECTRIC MOTOR-DRIVEN MOVIE

Compares with $5.00 Offerings of Last Year

Priced so low now every "kid" can have one. This motor-driven **projector, with fan cooled motor, now actually costs less than the usual hand-cranked machine** even though it is built on the same principle as bigger movies selling for 3 to 4 times as much. A machine that shows remarkably clear pictures of all lengths of 16-mm. film up to 100 ft.

Here Are the Big Reasons Why This Is the Biggest Movie Value in Our History:

1. **Fan-cooled non-radio interfering 60-cycle motor for 110 to 120-volt A. C.**
2. **Tension plate relieves tension.**
3. **Adjustable double projection lens in steel housing. Shows bright, clear pictures.**
4. **One 100-ft. capacity empty reel included for any 16 mm. film.**
5. **Double claw finger for better grip on films.**
6. **Heavy gauge crystal finish, steel base and body.**
7. **Vents for air cooling.**

Size overall, 12x11½x6½ in. Cord, plug, bulb and film (see below) not included. Simple to thread. Full instructions included. If you do not care to buy special 75-Watt bulb listed below, use ordinary 60 or 75-Watt house bulb of clear glass, and electric iron cord.

49 V 6895—Electric Projector. Shpg. wt., 4 lbs. 3 oz. **$1.98**

49 V 6894—Hand Projector. Similar to above but without motor (see inset). Operates by hand crank. Size, 12x11½x5¼ in. For 110-volt current. Film, cord, bulb not included. Shpg. wt., 3 lbs.. **$1.00**

$1 98
Sold by Mail
Only by Sears
Hand Driven

NON-INFLAMMABLE 16 MM. SIZE SAFETY FILMS

10-FOOT FILMS—Shpg. Wt., 2 Oz.

49 V 7050—Charlie Chaplin "Lucky Day"	$0.29
49 V 7051—Tom Mix "Daring Rider"	.29
49 V 7055—Kat Cartoon "Mouse Chase"	.29
49 V 7052—Betty Boop "Betty Blinks"	.33
49 V 7053—Popeye "The Muscle Man"	.33
49 V 7054—Hal Roach "Trick Pony"	.33
49 V 7056—Mickey "Mickey's Mishaps"	.33

25-FOOT FILMS—Shpg. Wt., 3 Oz.

49 V 7060—C. Chaplin "Perfect Gentleman"	.63
49 V 7061—Tom Mix "Breed of the West"	.63
49 V 7065—"Circus"—Animal Circus	.63
49 V 7062—Betty Boop "On the Farm"	.65
49 V 7063—Popeye "Free for All"	.65
49 V 7064—Hal Roach "Police Chase"	.65
49 V 7066—Mickey "Mickey's Birthday Cake"	.65

50-FOOT FILM—Shpg. Wt., 4 Oz.

49 V 7070—C. Chaplin "The Life Saver"	$1.19
49 V 7071—Tom Mix "Roamin' Wild"	1.19
49 V 7075—"Circus"—Flying Trapeze	1.19
49 V 7072—Betty Boop "Mystery Case"	1.59
49 V 7073—Popeye "The Bouncer"	1.59
49 V 7074—Hal Roach "Baby Parade"	1.59
49 V 7076—Mickey "Playmates"	1.59

100-FOOT FILM—Shpg. Wt., 9 Oz.

49 V 7080—C. Chaplin "Calling the Cops"	2.39
49 V 7081—Tom Mix "Fighting Terror"	2.39
49 V 7083—Rin Tin Tin "Dog Wonder"	2.39
49 V 7082—Popeye "Popeye the Champ"	3.29

For Other Movie Films See Our General Catalog

6-Ft. Cord and Plug for Movie

20 V 671—Shipping weight, 7 oz. **15c**

Special 75-Watt Bulb for Above Projector

20 V 6847—Gives brighter pictures Shipping weight, 6 oz. Each **25c**

SEARS FAMOUS LINE OF MOVIES OFFER THE BIGGEST SAVINGS
PHOTO-SEE
Sold by Mail Only by Sears
PICTURE
CAMERA
DEVELOPING TANK

Complete Movie 42c

Electric. 1 Film, 2 Batteries. Shows circular band, safety, real movie film. Pictures, 15x18 in. Pocket size, 5x1⅝x3¼ in.

49 V 6838—Shpg. wt., 1 lb. **42c**

Extra Non-Inflammable 22-in. Film Loops

Popeye
- 49 V 6870—"Says Who"
- 49 V 6872—"The Giant"
- 49 V 6875—"The Lover"

Scrappy
- 49 V 6881—"Pals"

Betty Boop
- 49 V 6876—"Flirt"
- 49 V 6877—"Dancing"

Krazy Kat
- 49 V 6879—"Boxing"
- 49 V 6880—"Wins"

Shpg. wt., 2 oz. Each **10c**

TAKE AND DEVELOP YOUR OWN PICTURES IN 5 MINUTES 98c

Cleverest toy in many a year. Snap a picture, make a finished print in five minutes, indoors or outdoors. No film, celluloid, or dark room needed. Photo-See sensitized paper receives image from object. Pictures 2¼x1⅝ in., incl. cardboard frame.

Photo-See Camera Only

49 V 7090—Shipping weight, 1 lb. 6 oz. ... **98c**

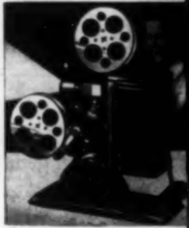
Tank for Developing Photo-See Pictures

49 V 7091—Shipping weight, 2 lbs. **98c**

18 Photo-See Pictures and Chemical

49 V 7092—Also 4, 2 oz. empty bottles to mix developer. Shpg. wt., 4 oz. **69c**

Beats Former $10 Projectors



Now equipped to show up to 200 ft. of 16mm. non-inflammable films. New powerful projection lens, nickel plated reflector. Special clear glass powerful filament bulb intensifies sharpness, lighting. Color attachment shows your favorites in red, green or yellow. Cord and plug. 2 empty 200-ft. cap. metal reels instead of one 100-ft. cap. usually offered. Direct film rewind. Adjustment for tilting machine. Adjustable lamp bracket and framer. **Double pulley for 2 speeds**, non-radio interfering 60-cycle, 110-volt A.C. motor. Steel lamp-house with air vents. Size overall, 14⅛x12⅝x5¼ in. Film not included. See above, or refer to big catalog. Also for DeLuxe Hand Driven Model.

79 V 6832—Motor Driven—Shpg. wt., 8 lbs. **$4.98**

Silver Color Movie Screen

49 V 6888—About 22x30 in., cloth on wood roller. Shpg. wt., 1 lb. 3 oz. **.89c**

Splicing Outfit

49 V 6889—For repairing your torn films. Shipping wt., 15 oz. ... **98c**

MICKEY MOUSE ELECTRIC TALKIE AND MOVIE JECTOR GREATLY IMPROVED $1.98 Talkie Jector

Now! **New panorama adjustment on Talkie Jector only enables you to show film as still pictures by simply loosening knob. Simple to operate.** Steel, with Mickey Mouse decorations. Shows clear, flickerless cartoon type pictures, in colors. Show on any blank wall. Use house bulb, 110-Volt A.C. **Records, films, bulb, cord and plug not included. See below.** Music by Irving Berlin. **Choice of Movie or Talkie.**

Movie Jector Only

(Not shown.) Animated movies only. No sound. Size, 10x7⅝x7½ inches. Films below.

49 V 6842—Wt., 3 lbs.. **89c**

39-in. M. Mouse Color Films

Choice of titles Shpg. wt., 2 oz. Each. 10c

- 49 V 6954—"Dude Ranch"
- 49 V 6955—"Pioneering"
- 49 V 6956—"Going Hunting"
- 49 V 6957—"The Fireman"
- 49 V 6958—"Flying the Mail"
- 49 V 6959—"Shipwrecked"

Regular Color Films, Each 9c

- 49 V 6944—"Three Little Pigs"
- 49 V 6945—"Wonderland"
- 49 V 6946—"Cinderella"

Mickey Mouse Talkie Jector

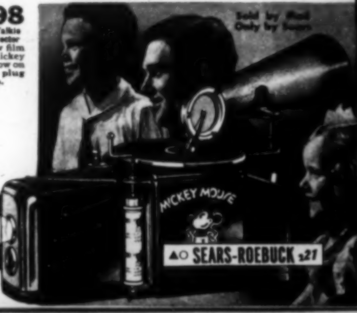
$2.50 Value. Hear synchronized voices, music with your movie. New powerful clockwork motor. Panorama feature. Size, 13x7½x12 in. Shpg. wt., 4 lbs.

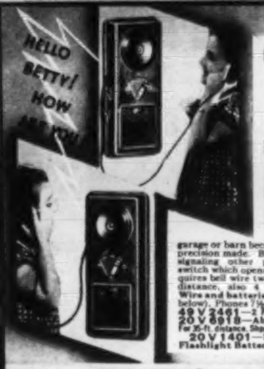
79 V 6841 .... **$1.98**

Set consisting of 2, 39-in. colored films, 1 double-faced 6-in. record. Each film shows story for one side of record. Shpg. wt., 8 oz. Per Set **39c**

- 49 V 6966—"The Detective," "Touring"
- 49 V 6967—"Old King Cole," "Marathon"
- 49 V 6968—"Ambrose the Kitten," "The Doll Dance"
- 49 V 6969—"Grasshoppers and Ants," "3 Little Pigs"
- 49 V 6994—"The Fireman," "Pioneering"
- 49 V 6995—"Shipwrecked" "Hunting"

20 V 671—6-Ft. Cord and Plug for Talkie or Movie. Shpg. wt., 7 oz. ... **15c**



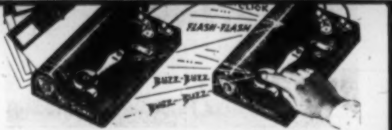

HELLO BETTY! HOW ARE YOU?

FIRST PRACTICAL TELEPHONE SET BELOW $1.00

98c

Sold by Mail Only by Sears. $3.00 Value last year! Tel-a-fone—new portable steel set, gives 2-way service for distances up to 100 ft. Talk from room to room, or house to house. Mother and Dad can use it from house to garage or barn because instruments are precision made. Buzzer coil in each for signaling other party, operated by switch which opens or cuts off line. Requires bell wire twice as long as talking distance, also 4 flashlight batteries. **Wire and batteries not included.** (See below). Phones 7¼ in. tall. Shpg. wt., 2 lbs.

49 V 2461—2 Phones Only.....98c
20 V 6918—About 70 Ft. Bell Wire. For 35-ft. distance. Shpg. wt., 12 oz. ½-lb. coil 17c
20 V 1401—1¼-In. Standard Flashlight Battery. Shpg. wt., 4 oz. Ea. 4c



Postal Telegraph Junior 3-In-1 Set

89c

Sold by Mail Only by Sears. Authorized by Postal Telegraph Co. 3 ways of signalling. Telegraph, wireless (radio buzz), and blinker (flash of bulb). Simple to operate and connect. International code printed on each 5¼x3½x1½-in. instrument. Good for 50 to 150 ft., 4 flashlight batteries and bell wire needed (not included, see listings under Telephone set to left.) Complete with 2½-volt bulbs and Postal telegraph blanks.

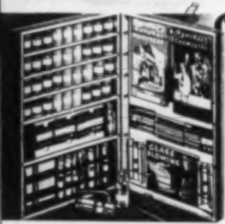
49 V 3730—Shpg. wt., 1 lb. 6 oz. 2 Instruments Only..........89c

NEW TYPE ELECTRIC JIG SAW

$3.69

Sold by Mail Only by Sears. First time under $7.00. High speed, operated on vibrating principle. 7200 strokes per minute. Cuts wood, veneers, plastics. 3 blades, 7-in. work table. Steel base on rubber suction cups. 8¾ in. arm. 4½ foot cord; plug for house current. Shipping weight, 7 pounds.

79 V 7234.....$3.69



CHEMCRAFT

Sold by Mail Only by Sears

$4.48

Big Savings! Improved; non-poisonous, non-explosive.

New $5.00 Set

553 experiments in 3 manuals. Regular Chemistry, Chemistry of Natural Resources, and Glass Working—74 pieces of chemicals and apparatus; laboratory style. Hinged wood cabinet. 25½x17½ in. when opened.

79 V 4728—Shipping weight, 6 pounds....$4.48

New $3.50 Set Cabinet Style

327 experiments, 45 pieces of chemicals, and apparatus; such as manual, test tube rack, etc. Wood cabinet, 24⅝x13 in. when opened. Shpg. wt., 4 lbs.

49V4727 $3.19

New $2.00 Set 244 Experiments

34 pcs. of chemicals and apparatus such as test tube rack, test tube brush and holder, manual, etc. Wood box, 13¼x8⅝ inches. Shipping weight, 2 lbs. 12 oz.

49 V 4726 $1.79

New $1.00 Beginner's Set

134 Experiments. 22 pieces of chemicals and apparatus such as manual, test tube rack, etc., colorful cardboard box, 16½x9¼ inches. Shipping weight, 2 lbs. 4 oz.

49 V 4725...**89c**

Famous Microsets at a Saving

$5.39

Sold by Mail Only by Sears. Unfold the mysteries of animal, plant life and other phenomena of nature with the most famous of all microscope sets.

75 to 500-Power Microscope Set

Microscope with 3 fine high power lenses; graduated telescoping tube; spiral steel gear focusing wheel for fine adjustment, desired power is obtained by extending calibrated tube to designated markings on instrument. Swinging specimen stage, 6 actual specimens. Complete equipment, 24-page instruction book. Shpg. wt., 6 lbs. 8 oz.

49 V 3832—Regular $5.95 Set **$5.39**

125-Power Microscope Set

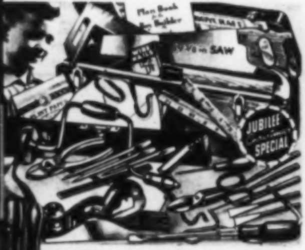
Similar. Smaller microscope; vials of specimens, etc. 20-page booklet. Shipping weight, 2 lbs. 14 oz.

49 V 3831
Regular $2.50 Set.....**$2.29**

60-Power Microscope Set

Equipment and 12-page instruction book. Shipping weight, 1 lb. 8 oz.

49 V 3830
Regular $1 Set....**89c**

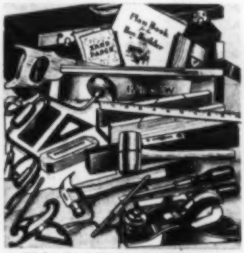

Plan Book for Boy Builder
SAW
JUBILEE SPECIAL

30-Piece Tool Kit—Our Finest

$3.98

Regular $7.50 value. Round cornered, chest worth $1.50 alone; heavy gauge metal, red enameled, 19x6⅝x6½ in. high. Two snaps, lock; key included. Tray. **Tools: 19⅝ in. steel saw, hammer, brace with chuck.** 3 different size bits; 7⅛ in. block plane, scroll saw with 13 blades; **16 in. plumb and level,** 6 in. drop forged pliers, chisel, 4 ft. folding rule, 6 in. file; 5 in. screw driver; tube of glue, flat pencil, sandpaper, nails, tinner snips; 5 pc. punch set; awl, try square, apron, plan book.

79 V 7206
Shipping weight, 15 lbs....**$3.98**

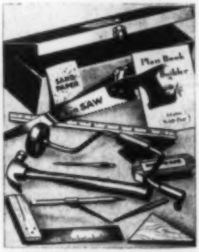

Plan Book for Boy Builder
SAND PAPER
SAW

27-Pc. Tool Kit for the Older Boy

$2.49

A good $4.00 Value. Chest alone is worth $1.00. Made of heavy gauge metal, beautifully embossed, size 18x6x5 in. cadmium plated lock, snaps and handle. Enameled bright red. Set includes **17 in. saw; hammer, 11½ in. brace,** bit, T-square, **7¼ in. plane,** chisel; **12 in. level;** scroll saw; **5 pocket apron,** try square, screw driver, miter box, punch, ruler, mallet, triangle, pencil; scraper, compass foot; protractor, scroll design, sandpaper; sand block, glue, 16 page plan book.

79 V 7212—Shpg. wt., 10 lbs.....**$2.49**

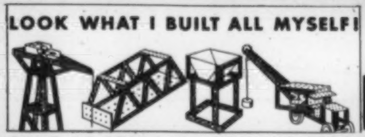

Plan Book for Boy Builder
SAND PAPER
SAW

15-Pc. Metal Chest Tool Kit

$1.00

Easily worth $1.50! Tools for the little fellow. **Enameled blue chest, 18x6x3⅝ in.** high, cadmium plated grip handle and snap for closing. Set includes **14 in. saw, 11½ in. brace, 11 in. hammer,** try square, wood ruler; steel punch, ⅛ in. bit; compass foot; wood triangle; wood scraper; sandpaper, sand block; pencil with eraser and 16 page plan book. **Chest alone worth 60c.** Shipping weight, 5 pounds.

79 V 7211..................**$1.00**


LOOK WHAT I BUILT ALL MYSELF!

ERECTOR SETS . . . AT TYPICAL SEARS SAVINGS

SAVE AT SEARS ON FAMOUS ERECTOR SETS

Only sets with square girders now within the reach of all. Redesigned, modernized steel parts to make bridges, trucks, etc. "How to Make 'Em" book included.

$10.00 Electric Lifting Magnet Erector Set With 110-Volt Motor for $7.98

Builds over 160 large action models. Airplanes, derricks, etc. Beautifully enameled brass trimmed steel cabinet, carrying handle.
79 V 4784—Size, 18¼x10⅛x2⅜ in. Shipping weight, 16 pounds.

~~$7.50~~ **110-Volt Electric Motor Erector Set for $5.98**

Builds over 125 life-like models—locomotives, etc. No batteries or transformers needed. Brass trimmed steel cabinet, 17¾ inches long. 9¼ inches wide.
79V4783—Shpg. wt., 12 lbs....**$5.98**

~~$5.00~~ **Famous Battery Motor Erector Set for $3.98**

Builds 100 real models. Motor operates on dry cells or transformer (not included). Reversible gear box. Lithographed display box, 18x10x2⅜ in.
79 V 4780—Shpg. wt., 6 lbs....**$3.98**

~~$2.50~~ **Big Girder Erector Set for $1.79**

Builds 75 realistic models. Long girders, red wheels. Colored box 18x10x⅞ in.
49 V 4781—Shpg. wt., 4 lbs...**$1.79**

~~$1.00~~ **Beginners' Erector Set for 79c**

Builds 50 models—cranes, etc. Box of pulleys, wheels, girders. Colored box 11½ in.
49 V 4786—Shpg. wt., 2 lbs.....**79c**

The G-MAN'S SCIENCE OUTFIT

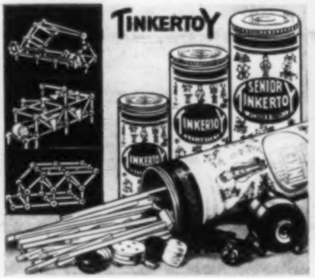
Solve Mysteries Like G Men Do 98c

Sold by Mail Only by Sears

Has new Radial Lie Detector, 100 power microscope, chemicals and reagents to follow clues, solve mysteries and take finger prints. Examine clues like hair, clay, fabric or detect secret inks or dyes. Includes minerals for comparison in tracing down clues, together with other necessary equipment.

Complete instruction book tells of G-Men in action and how to work nearly 40 experiments. Shipping weight, 2 pounds 6 ounces.

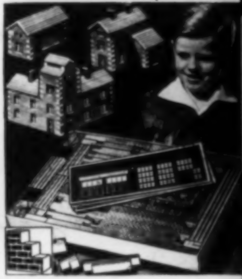
49 V 4730—G-Man Set....**98c**



Fascinating! America's Leading Low-Price Construction Toy 46c and up

Simple to work with, yet has endless construction possibilities. Sets for building WIND drivers. Hand operated and motor driven models. Smooth sanded white birch pieces in attractive mailing containers with screw top. Instructions included with each set.

Popular Size 82 Pieces	Junior Set 67 Pieces	Senior Set 179 Pieces	Electric Motor Set
Red enameled spools, cardboard blades, etc. Container, 12x3 inches.	Plain spools for making more simple models. Container 9x3 in.	Ten thousand Wonder Builder. Container, 13x4 in.	For making power driven models. Improved self-starting. 60-cycle motor.
49 V 4760	49 V 4761	49 V 4763	49 V 4765
Shipping wt., 1 lb. 2 oz.	Shipping wt., 15 oz.	Shipping wt. 2 lbs. 8 oz.	Shpg. wt., 3 lbs. 12 oz.
67c	46c	$1.59	$3.59



New American Brick Blocks by Halsam $1.79

Sold by Mail Only by Sears. The latest in wood building toys; build doll houses, garages, etc. Models will look like real brick buildings, too. Rigid, can be moved about. Brick design embossed on one side in red and yellow. Gable roof boards, chimneys, doors and windows. Instructions.

$2.00 Set 233 Pcs.	$1.00 Set 118 Pcs.	50c Set 58 Pcs.
Builds 50 models.	Builds 25 models.	Builds 10 models.
49 V 3652	49 V 3651	49 V 3650
Shpg. wt., 5 lbs. 14 oz.	Shpg. wt., 3lbs. 2oz.	Shpg. wt., 1 lb. 12 oz.
$1.79	89c	43c

THESE FAMOUS WEEDEN STEAM ENGINES

SOLD BY MAIL ONLY BY SEARS

3-PIECE SHOP

Run the metal saw, the stamp mill, or the 4-pulley shafting from your Weeden engine or an electric motor. **Shafting,** 6½x3⅛x2⅜ in.; other pieces in proportion. Shipping weight, 1 lb. 6 oz.
49 V 5380.....**79c**

11-IN. UPRIGHT

$1.25 Value. 25% larger boiler, almost ⅓ larger flywheel than usually offered at slightly lower prices. Whistle. 2½ in. nickeled flywheel. Blued steel boiler; fire-box on 4-in. base. Shpg. wt., 1 lb. 5 oz.
49 V 5305..**$1.00**

HORIZONTAL

Popular Model. 2½-in. flywheel with pulley. Polished brass finish boiler gets up steam quickly, blows whistle. Alcohol burning, steel fire-box and governor. Size, 10x8x4 in. Shipping weight, 1 lb. 13 oz.
49 V 5306.....**$1.98**

$3.75 Value Only $2.98

Record low price for electrically heated engine! For 110-volt A.C. or D.C. Listed by Underwriters. Porcelain set heating unit with 6-ft. cord and plug. Black enameled base; heavy steel, "fire engine red," fire-box and **brass boiler.** Nickel plated balance wheel, trimmings. Lever safety valve. Size 9x5⅜x4⅜ in. Shpg. wt., 4 lbs.
49 V 5318
Complete......**$2.98**

Alcohol burning type. Built Only for Sears. (Small picture.) Similar to above with asbestos wick burner. Safety valve. Directions included. Shpg. wt., 3lbs.
49 V 5307...**$2.59**

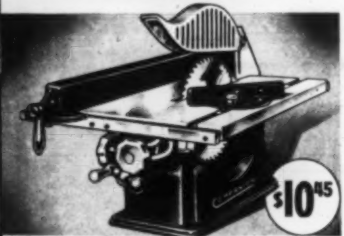
JUBILEE Christmas SPECIAL

FREE
ANY THREE INITIALS ON CHEST
FULTON
16" PLUMB & LEVEL
ADJUSTABLE 8 TO 12 IN.
33-PIECE TOOL SET
$4.98

FULTON Tool Set—A $10.00 Value

Watch them grin when they see this gift—a full chest of practical quality tools. 20x7x5-in. steel chest with handles, lift out tray, and clips to hold saw and hammer. 6½-in. block plane, 10-oz. hammer, 4-in. screwdriver, 12-in. wrecking bar, hand saw, coping saw, 6-in. pliers, ¼-in. hand drill, set of 5 drills (1/16 to 3/16 in.), 8-in. bit brace, 2 auger bits, assorted nails, 2 wood chisels, 5½-in. combination oil stone, assorted sandpaper, plumb and level, 7-in. pencil, 7½-in. try square, electric soldering iron, bar of solder, folding rule, 1-oz. solder paste, hack saw, tinners' snips, 4-oz. bottle of glue, and 2½-in. scratch awl. His initials on chest FREE. Print initials plainly.

9 V 3525—Shipping weight, 20 pounds..........**$4.98**



COMPANION 7-Inch Bench Saw

Can't Be Matched Elsewhere for Less Than $20.00

Buy Now at This Low Money-Saving Price

- Enclosed operating mechanism.
- 7-inch saw blade.
- New type auto-lubricating bronze bearings.
- Full 2¼-inch depth of cut.
- Sturdy, accurately made ripping fence.
- Ball crank adjusts depth of cut.
- Table, 10x14½ in. Tilts to any angle to 45 degrees. Stops at 0 and 45 degrees.
- Approved guard. Removable dado insert.

Man, what a saw! And what a bargain price! See its modern design—its rugged construction—its superior features! The finest we've seen for less than $20.00! It's full size, well built, and accurate—a tool any home craftsman would be proud to own! Supplied complete with guard, rip fence, 7-inch combination type blade, and miter gauge. At this low price you CAN'T miss the chance! We made a special buy before the prices advanced. Order NOW!

99 V 2227—Shipping weight, 40 pounds......**$10.45**

To Please Him – Give a Pocket Knife

89¢
98¢
98¢
STA-SHARP

New Luster-Pearl Handles

Made with genuine Mother-of-Pearl. Beautifully finished. Each has three mirror-polished, high tempered steel blades. Nickel silver linings. Bolsters or tips also nickel silver. Each in gift box. Priced to save you ⅓.

Large Cattle Knife

A husky knife! Has clip, spey and punch blades. If he likes a big and heavy knife, here it is. Length, closed, 3⅝ in. Shpg. wt., 4 oz.

9 V 9542......**89¢**

Stainless Pen Knife

A beauty! Neat, convenient vest pocket size. Two stainless pen blades and a nail file. Length, closed, 3⅛ in. Shpg. wt., 2 oz.

9 V 9541......**98¢**

Stainless Stock Knife

A gift any fellow would appreciate! Has clip, spey and sheep's foot blades. Length, closed, 3¼ inches. A real buy! Shpg. wt., 3 oz.

9 V 9543.......**98¢**

TEMPERED STEEL
49¢
69¢
STA-SHARP

Outdoor Knife Set Bargain

A rugged, useful knife set! Full polished tempered cutting blades. **3-Blade Sportman's Pocket Knife** has spear, screw-driver-cap lifter and can opener blades. 3⅝-in. simulated stag handle. **Hunting Knife** has 3⅝-in. blade. Bone stag handle. Leather sheath. Each set in box. Shipping weight, 10 ounces.

9 V 9535—Set..............**49¢**

Six Blade Trooper Knife

Here's real utility at ½ usual price! A blade for every purpose! Has spear, clip, coping, punch, screwdriver, cap-lifter and can-opener blades, tempered and mirror polished. STA-SHARP quality. Full nickel silver lining and trim. 3⅝-in. stag pattern handle. Shipping weight, 5 ounces.

9 V 9469....................**69¢**

EVERYBODY NEEDS A FLASHLIGHT

2-IN-1 FOCUS AND SWITCH
HANDY SWIVEL END HANGER
SUPER-BRILLIANT MAZDA BULB

Big Savings on These Fine Flashlights

They're winners! Try and beat the prices—the quality—the utility! Try and match the features at anywhere near Sears low price! 2-in-1 switch; a quick flash, a steady light, or a change of focus, all under your thumb! Chromium plated heavy brass case. New Super-Brilliant Mazda bulb; POWERMASTER batteries. Silver plated reflector. Fiber lens ring to protect glass. Bulb shock absorber. Spare bulb receptacle.

Cat. No.	Beam	Cells	Lgth.	Head	Shpg. Wt.	Price
20V1910	800 ft.	2	7⅛ in.	2⅛ in.	1 lb. 6 oz.	$0.79
20V1911	1500 ft.	3	10 in.	3⅛ in.	1 lb. 12 oz.	1.19
20V1912	2500 ft.	5	15⅛ in.	3⅛ in.	2 lbs. 2 oz.	1.39

Refer to your Sears General Catalog for other bargains.

Penlight Type

A marvel of convenience! You'll find many uses for it. Like a fountain pen with clip for safe carrying in your pocket. Heavy chrome plated brass case. Push end switch to light. Complete with bulb and two batteries. Don't miss this low price. Shpg. wt., 5 oz.

20 V 1395....**29¢**

Baby Two-Cell

Value! Utility! Quality! A focusing type flashlight at this bargain price! Rugged nickel plated head and body. 5¼ in. long; head, 2 in. in diameter. Complete with baby SHUR-LITE batteries and Mazda bulb. Shipping wt., 1 lb. 8 oz.

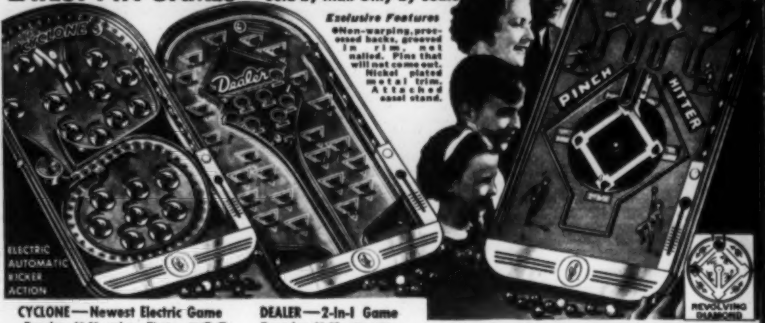
20 V 1374...**29¢**

Auto Type

A sturdy, well-made flashlight — ideal for auto or around home. At this price you'll want several. Non-focusing type. 2-cell size. Heavy nickel plated head and body. 6 in. long. Complete with batteries and bulb. Shpg. wt., 1 lb. 4 oz.

20 V 1367...**29¢**

LATEST PIN GAMES • Sold by Mail Only by Sears



Exclusive Features

●Non-warping, processed backs, grooved in rim, not nailed. Pins that will not come out. Nickel plated metal trim. Attached easel stand.

CYCLONE—Newest Electric Game

$1.98

Regular $2.50 value—First electric pin game with no batteries to fuse with—just use any appliance cord (not included) to plug in to A. C. or D. C. House current.

Uncanny how it works. Develop real skill trying to shoot some balls with the hand shooter into left side alley and then aim for center alley which automatically makes powerful cyclone kicker in left side release marbles, one at a time, at lightning speed into the lower high-score section. Playing surface in beautiful colors. Size 23⅝x12 inches. 7 balls. Kicker operates through electric coil. Shipping weight, 6 pounds.

79 V 242—Cyclone............**$1.98**

DEALER—2-In-1 Game

98c

Regular $1.25 Value. The game sensation of our last catalog! So popular with young and old alike, that we offer it again without change, at the same low price! The dealer shoots the marbles into cage and second player tries to match the dealer's score. Or you can be both dealer and matcher; shoot 3 marbles into cage, try to equal or beat score. Spring dealer — shooter, extra spring kicker. Instructions. Size, 24x12 in. Shpg. wt., 5 lbs.

79 V 239..............**98c**

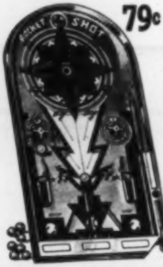
PINCH HITTER—1936 Sensation

$1.98

Diamond revolves automatically when base on balls given or hit made. First time below $10.00. Regular $2.50 Retail Value Now! The first baseball game where players really hit, strike out, walk, run bases and score. Upper part of board has pockets for balls, strikes and outs. A marble rolls down the middle path, enters the playing diamond, and automatically sets a key wind spring motor in motion which causes marble to be carried around the bases on a revolving disc. It may stop at first base or go all around for a homer, you never know. Colorful playing surface. Base, non-warping Masonite. Metal parts nickel plated and trimmed in color. **Measures 23⅝x12 in.**

Shipping weight, 7 pounds.

79 V 241—9 Marbles Included.................**$1.98**



79c Regular $1.00 Value

DeLuxe Senior Rocket Shot. A brand new game. Offered to those who want a lot of fun at a low price rather than the expensive, quality construction and superior playing principles of games above. Side spring shooter; middle shooter at bottom to shoot marbles into higher scoring pockets. Colored playing surface; 2 spinners; 2 traps to make game more interesting. 3-ply, wood veneer base with nickeled, colored metal trim. Size 24x12 in. 7 marbles included. Shpg. wt., 5 lbs.

79 V 244..**79c**

THE LATEST RAGE
FINANCE
MONOPOLY

FINANCE—The New Game Hit!

89c

Popular priced companion game to Monopoly. Player owning the most property, mortgages, etc. is declared winner. Or play until you own all the property and the others are forced to drop out. Everybody is playing Finance, kiddies as well as grown-ups. Colorful, cloth hinged, folding board, 18⅛ in. sq. Complete with playing pieces, rules for 2 to 7 players. Shpg. wt., 2 lbs. 4 oz.

49 V 222...........................**89c**

FAMOUS MONOPOLY—Reduced!

$1.69

Priced low in our last catalog—even lower priced now! Build houses, buy railroads, rent property—the shrewdest investor wins. Folding board, 19 in. sq.; playing pieces, full instruction for 2 to 7 players. Shpg. wt., 2 lbs.

49 V 220........—..........**$1.69**

Improved Monopoly. White Box Edition. More money, better finished houses, hotels, etc. Rules for up to 10 players.

49 V 223—$3.50 Value. Wt., 4 lbs. 2 oz. **$2.79**

DECOY
DART-BALL
SCORE

NEW $1.00 DECOY 89c

Sporting game for all! Like real duck hunting—with blinds, decoys, etc. 32 colored wood ducks. Colorful playing platform, 14⅛ inches square, 8 red decoys; one ivory lettered dice, one celluloid spotted dice. 2 to 4 can play. Rules.

Shipping weight, 1 pound 8 ounces.

49 V 125....**89c**

POPULAR CARGOES $1.33

Nation's new game rage. Lots of fun. Sail the seven seas transporting cargoes of timber, cotton, etc. Learn imports, exports of many harbors. Colorful, **folding playing board, 28x13⅞ inches.** Playing pieces, rules. For 2 to 4 players. Shipping weight, 3 pounds 6 ounces.

49 V 126...**$1.33**

NEW Dart Ball 89c

Spin the big metal baseball, hurl a dart! Home runs, bunts, strike outs, etc., are possible in Dart Ball. **Colorful ply wood; 19½ in. sq.**, with ball field in colors; easel at back. 2 rubber suction cup feathered darts. Shipping weight, 4 pounds 2 ounces.

49 V 130....**89c**

CHESS-MEN $2.69

Staunton pattern. Varnished. Made in France. Weighted Felt Bottoms. King, 2⅝ in. Shpg. wt., 1 lb. 4 oz.

49 V 204...**$2.69**

Without Weights or Felt

King, 2½ in. Shpg. wt., 13 oz.

49 V 203..**$1.29**

Polished, Sanded

King, 2⅛ in. Shpg. wt., 9 oz.

49 V 202.... **79c**

2-IN-1 KIT 89c

Dominoes and checkers. Colorful checkerboard, 14⅛x13⅞ in. 24 composition checkers. 28 double six dominoes; all in folding imitation leather kit, snap fastener. Size folded, 14¼ x 7½ in. Shpg. wt., 1 lb. 14 oz.

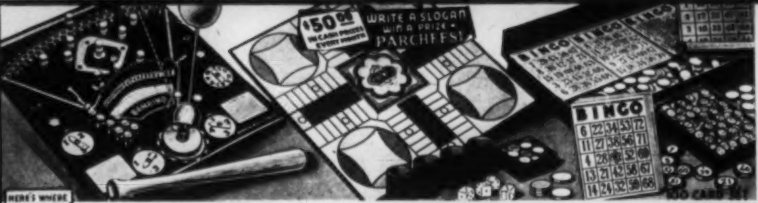
49 V 213.**89c**

BRIDGE KENO 79c

$1.00 Value. Played like lotto with regular playing cards (not included). **12 keno cards.** For 2 to 12 players. Shpg. wt., 1 lb. 2 oz.

49 V 167.........**79c**

49 V 166—50c value. As above but 6 cards. Shpg. wt., 12 oz....**42c**


$50.00 10 CASH PRIZES EVERY MONTH
WRITE A SLOGAN WIN A PRIZE PARCHEESI
BINGO
100 CARD SET

HERE'S WHERE I HIT A HOMER!

"Bambino" Smacks 'Em

A game of skill! All that shrieking you hear is not a riot, it's just the whole family playing Bambino, the only indoor baseball game where you hit a real ball with a real wood bat, 12 in. long. Has 24 real plays. You can learn to place your hits, make 3-baggers, homers, etc. Colored metal board, 16x12 in. Any number of players. **89c**

49 V 102—Shpg. wt., 3 lbs. 89c

Win $50 Playing Parcheesi

Every month the manufacturer gives $50 in cash prizes for the best Slogan containing the word "Parcheesi." See the banded label for complete details. You'll enjoy playing this old game and have a chance to win money, too. Folding board, 15⅝ in. square. 4 dice cups, 8 dice, and other playing pieces, directions for playing. Box, 16⅛x8⅛ in. **89c**

49 V 101—Shpg. wt., 2 lbs. 89c

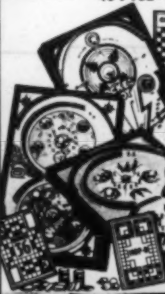
They're Crazy About Bingo

Fun for 1 to 100. Like corn game played at County Fairs. Rules with each set.

100 CARD SET—300 wood counters, 75 wood embossed calling numbers. Calling chart.
49 V 144—100 Card Bingo. Wt., 3 lbs. 12 oz. . . **89c**

30 CARD SET—200 wood counters, 75 wood veneer calling numbers. 1 calling chart.
49 V 142—30 Card Bingo. Shpg. wt., 2 lbs. . . **45c**

15 CARD SET—100 wood counters. 75 calling numbers, calling chart.
49 V 141—15 Card Bingo. Shpg. wt., 1 lb. 4 oz. . . **21c**

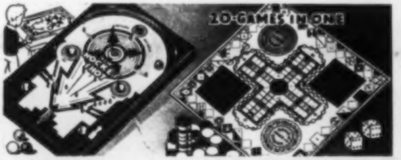


6 Popular Game Assortment

6 games (3 popular pin games, each with game on back) on 3 different lithographed metal playing surfaces, 15¼x9⅞ in. Bargain combinations! (1)—Rocket Shot, new pin game with (2) Checkers on reverse side. (3)—Gold Star marble game with (4) Hop-O played with checkers. (5)—Atlas, figure 8 pin game with (6) Bingo 36, also played with checkers. Black, red checkers; green, white marbles, spring shooters. Shpg. wt., 5 lbs. 6 oz.

49 V 243

89c



2 GAMES IN 1

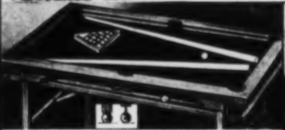
Rocket shot Pin game with Checkerboard on reverse side. Sold by mail only at Sears. Strong spring plunger shoots 4 marbles (1 at time) around board—sometimes they go into one of 8 high scoring pockets, sometimes they don't—that's up to you. 5 color steel playing surface. 15¼x9¼ in. with tilting bracket. 24 Checkers. Instructions. Shpg. wt., 1 lb. 6 oz. **29c**

49 V 237—Rocket Shot Jr. . 29c

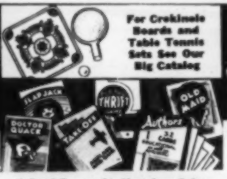
FUN! FUN! FUN!

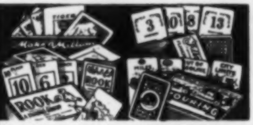
20 different varieties of it—in this remarkable combination and all for a low price! There's always a new game to play—Crokinole, Indic, Game of Success, Checkers, Game of States and 15 others. Colorful double faced folding board, 14 in. square. All your favorite games in one. All playing parts such as dice, rules, etc., included. Will keep you busy night after night. Shipping weight, 1 lb. **25c**

49 V 116. .25c



For Crokinole Boards and Table Tennis Sets See Our Big Catalog





New Junior Size Pool Table — 36x20 in.

Maple finished frame, legs. Green billiard cloth over non-warping masonite bed—live rubber cushions. Leg leveling device—15 numbered balls; cue ball, return ball track with tray. Two 30-in. cues, rubber tips, counting frame, rack, 6 leather-like bound pockets.

79 V 449—Shpg. wt., 18 lbs. $3.79

For Other Burrowes Pool Tables See Big Catalog

6-Card Games for Very Low Price

9 different games can be played with these 6 decks of cards—Old Maid, Authors, Thrift, Dr. Quack, Slap Jack and Take-off. Instructions included. Shpg. wt., 10 oz.

49 V 171—6-Game Assortment. 29c

Make a Million

Game of money, and finance. 55 cards; 3 or 4 players. Rules. Shpg. wt., 8 oz.

49 V 137. . . 63c

56 Rook Cards

16 games; enamel finish cards. Instructions. Shpg. wt., 8 oz.

49 V 148. . 63c

150 Flinch Cards

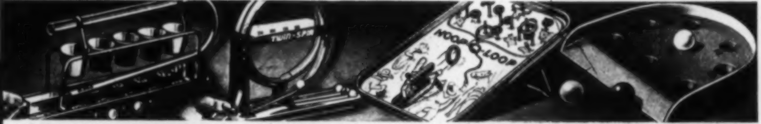
2 to 8 can play. Instructions. Many laughs. Shpg. wt., 10 oz.

49 V 151. 63c

Touring Game

Popular auto game. 99 cards. Directions. Shpg. wt., 8 oz.

49 V 150. 63c



Pails of Fun — Skill Game

Try to shoot 5 glass marbles into the highest scoring pails. See them loop the track. Spring shooter. All colorful metal. Base 19x4 in. Shpg. wt., 2 lbs. 4 oz. **89c**

49 V 147. . . . . .89c

Twin-Spin Game

Snap the spring trigger, marble circles double loop-the-loop drops in one of the numbered scoring pockets in chute or continues to one of the channels in base where lower score is made. Colorful metal. 4 marbles. Instructions. Base, 10½x9¼ in. **45c**

49 V 175—Shpg. wt., 1 lb. 4 oz. . 45c

Hoop-O-Loop — New Low Price

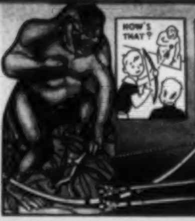
Play rodeo—steer roping—show your skill in lassoing the steers. 13 animal heads printed on raised section—each with hook—and different score. Shoot loops from swivel-gun. If loop drops over hook—it scores for you. Metal board, 14x7⅛ in. 3 hoops. Instructions. **25c**

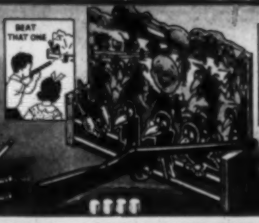
49 V 108—Shpg. wt., 10 oz. . . 25c

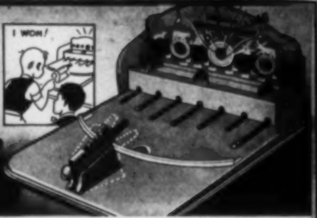
Popular 8-Hole Skill Ball

A thrilling game for youngsters but how the old 'uns will love it. A game of skill looks easy but just you try it. Three 1⅜-in. enameled wood balls to be rolled into any of the 8 holes each marked with a score. The best score wins. All steel construction, 12x11⅝ in. **47c**

49 V 174—Shpg. wt., 2 lbs. 8 oz. 47c







SHOOT THIS 40-IN. GORILLA

$1.00

$1.25 archery set. Sold by mail only by Sears. Set this vicious looking gorilla against the wall or in the yard and take a real crack at him. He is so mean looking that you'll get a big kick out of smacking him hard. He is 40 in. high, 21 in. wide on heavy cardboard printed in life-like colors. Set includes 40 in. hickory bow in Indian colors; 2 birch, feathered arrows 18½ in. long, tipped with vacuum cups for safety. Shipping weight, 3 pounds.

79 V 215—Gorilla Archery Set......**$1.00**

DOWN GO THE CROWS!

69c

Usual $1.00 Value. Test your skill against Dad's. 4 brightly colored cardboard crows sit on fence in front of 12x9-inch corn field. Take aim with **17-inch break-action pop-gun** and Bang! Down goes the pesky crow! See if you can bring them all down in 4 shots. Plenty of corks included. Shipping weight, 1 pound 13 ounces.

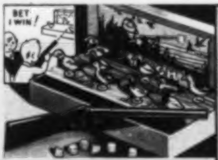
49 V 199—Crow Shooting.....**69c**

A NEW SHOOTING GALLERY

89c

Challenge your buddies or Dad to a match—the best score in six shots wins. The 6 steel balls included are loaded into the gun which automatically feeds one shot at a time. **Hit the 500 target and the bell rings.** 3 knock-over targets also add to score. Targets are numbered. Adjustable swivel gun cannot shoot over targets. All balls return to player. Heavy metal in bright colors. Base, 18¼x11½ in.

49 V 110—Shpg. wt., 3 lbs. 4 oz......**89c**

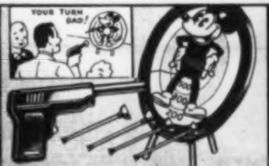


Duck Shooting Game

45c

Dad may think he's a duck hunter, but you show him! Ducks sit on scoring spots on base. When hit, the ducks fall over to show your score. 9 beautifully colored cardboard ducks, average size, 2½ in. **13½-in. single barrel harmless break-action cork shooting gun with 6 corks.** Colored box makes a perfect setting for duck targets.

49 V 172—Shpg. wt., 1 lb......**45c**

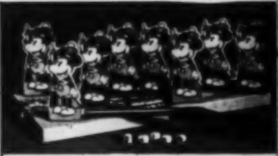

YOUR TURN DAD!

Mickey Mouse Shooting Target

89c

Sold by mail only by Sears. A big favorite everywhere. Looks easy but just try it! **17½-inch sturdy colorful cardboard tripod-type target** with Mickey holding the bull's-eye score. **7⅝-inch enameled steel gun** with powerful spring and 4 rubber-tipped suction-cup darts. Shipping weight, 3 pounds.

49 V 269—Complete Outfit...........**89c**



Mickey Mouse Shooting Game

42c

Mow 'em down as they stand in line! A target game of skill for any number of players. **8 Mickey Mouse Soldiers, 6x2½ inches.** Made of lithographed cardboard mounted on wood block. Strong blue steel **break-action, 14-inch cork shooting gun.** Corks, included. Lithographed cardboard box, size 18¼x8½ inches. Shipping weight, 1 pound 6 ounces.

49 V 105—Complete Set...........**42c**

9½-inch Target Game

Metal target larger than usually offered with this game! **7½-in. steel, straight shooting pistol;** 2 rubber vacuum cupped (safety) darts, 4½ in. long. Scoring points marked in big figures. Shpg. wt., 1 lb. 2 oz.

49 V 152.... **23c**

Popeye Bifbat

Hit ball without letting it touch ground! Rubber cord. 1⅝ in. sponge rubber ball. 3-ply wood bat. 11½ by 5¼ in. Shpg. wt., 6 oz.

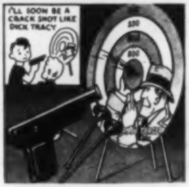
49 V 230 **10c**

Throw a Ringer

Indoor or outdoor **rubber horse shoes.** 2 red, 2 black. 5⅝ in. long, reinforced with steel. 2 nickel plated pegs. Enameled metal plates, 11⅝ in. sq.

Shipping weight, 2 lbs. 10 oz.

49 V 119 **69c**

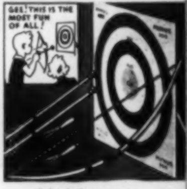

I'LL SOON BE A CRACK SHOT LIKE DICK TRACY

Dick Tracy Target Game

53c

Dick never misses! You won't either if you practice on this big 17⅝-inch target. Consists of heavy cardboard with bright circle in red, white, blue and yellow. Dick Tracy mounted on wood tripod. **5-inch steel gun and 3 rubber suction cup darts.** Each rim scores. Let's try 100, 200, 300, 500 or 1000! Darts stick at a distance of 8 to 10 feet. Shpg. wt., 1 lb. 14 oz.

49 V 156.........................**53c**


GEE! THIS IS THE MOST FUN OF ALL!

2 In 1 Game

$1.00

Archery and Dart Throwing. Sold by mail only by Sears. Will coordinate eyes, muscles, nerves. **24-in. colorful masonite target,** easel. **36-in. hickory bow** in Indian colors. **Two 16½ in. feathered birch arrows,** rubber vacuum tips for safety. **2 extra, feathered throwing darts.** Shpg. wt., 6 lbs.

79 V 216.........**$1.00**

8 Jigsaw Puzzles

25c

A 50c value! 8 beautifully colored jig-saw puzzles. There's Little Jack Horner, Miss Muffet, Jack and Jill, and others. **Sold only by mail by Sears. 48 pieces in each puzzle** which, assembled, makes **attractive picture 12½x10½ in.** Keeps the kiddies amused on rainy days or before bedtime.

49 V 3872—Shpg. wt., 2 lbs. 10 oz. **25c**

M. Mouse Roll 'Em Game

89c

Six Mickey and Minnie Mice in a row—bowl 'em down and score! Each is numbered. Mounted on wire and wood frames. Cupped caps contain a numbered wood dice, which falls out—and adds to score. 3 enameled balls. **21½ in. long, 7½ in. high.** Bright colors. Shpg. wt., 2 lbs. 2 oz.

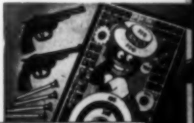
49 V 120...............**89c**

Take a Shot at Black Sambo!

69c

Look at him, grinning, with his great big target hat, inviting you to take a shot at him! Over 50 numbered targets including a 4 colored circular bull's-eye target to shoot at. Beautifully lithographed in 4 bright colors on metal. **Size overall, 23 in. high, 14 in. wide**—Easel back keeps it rigid in upright position. Set includes **two heavy steel 7⅝-inch straight shooting guns,** 4 rubber vacuum tipped, (safety) darts. Low priced pleasure that will make a child happy. Shpg. wt., 4 lbs. 2 oz.

49 V 183—Complete....**69c**



Genuine Cowhide Leather Usual $1.50 Value

$1.29

Basketball for boys. Pebble grained split cowhide leather cover. Inflates 27½ to 28½ in. circumference. Quality stem type rubber bladder.

49 V 5536—Shpg. wt., 12 oz. . **$1.29**

49 V 5525—Extra Stem Type Bladder for above. Shpg. wt., 4 oz. . **23c**

Tough, Artificial Leather Valve Type Basketball, Usual $1.25 Value

Same design and size as shown above. Bladder, lacing, inflation needle.

49 V 5565—Shpg. wt., 12 oz. **98c**

C'MON
LETS FIGHT

Special Boxing Outfit 4 Gloves—Pear Shaped Bag

98c

$1.50 Value. For youngsters 2 to 5 years. Padded, canvas, leather trimmed, laced boxing gloves. Pear shaped, artificial leather single end punching bag. Bag inflates about 25 in. in circumference. Rubber bladder alone worth 25c—sash cord and screw eye for attaching bag. Shpg. wt., 1 lb. 6 oz.

49 V 5519. . . . . **98c**

Valve Type Football and Pump for Usual Price of Football Alone

59c

Unusual bargain. Boys size valve type football made of tough artificial leather pigskin grain. Just the kind of a tough football little fellows need because they will give it plenty of abuse in bucks at that line, lots of kicks and passes. Will outlast ordinary split cowhide leather footballs. Built-in valve. 8½-inch red color pump with inflating needle. Rubber bladder and leather lace. Shipping weight, 11 ounces.

49 V 5590—Football Outfit. **59c**

$1.50 Value Elsewhere

$1.00

First time a valve type artificial leather basketball and pump at such an unheard of low price! Will hold its shape and wear longer than ordinary split cowhide. Patterned after regulation model. Pebbled grain effect. Ball inflates about 28½ inches in circumference. Complete with inflating and lacing needle good quality steel hand pump, 8 inches long, red enameled.

A remarkable buy at this low price. Shipping weight, 1 pound 6 ounces.

49 V 5537

Basketball and Pump. **$1.00**

Boys' Bag, Platform

Will build up muscle, speed and co-ordination. 12-in. artificial leather punching bag, rubber bladder. 17½ in. fiber board platform. Screws for attaching. Shpg. wt., 6 lbs.

79 V 5522

$1.39

Punching Bag

$1.50 value. Sheepskin leather, pear shaped—inflates to 27 in. around. Unusually tough drill lining. Leather strap, cotton lace, 2-pc. rubber bladder. Shpg. wt., 1 lb.

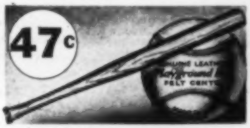
49 V 5518

$1.00

Beginners' Roller Skates

Sturdy steel. Plain bearing wheels, about ½ in. smaller diam. than standard. Red color straps, dust cap washers. For girls and boys from 3 to 6 years. Adjust 6¼ to 7⅜ in.

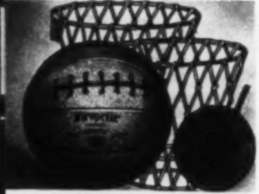
6 V 1104—Shipping weight, 2 lbs. **45c**



Boys' Softball and Bat

Leather softball and hardwood bat. Just what you need, at a bargain price! 12-inch around outseam, leather softball, felt center. 29-inch hardwood bat. Begin today—acquire skill, control and a batting eye.

49 V 5503—Shipping weight, 1 lb. 12 oz. . **47c**



Basketball Outfit

$1.19

Big Value! Healthful exercise—It's almost Basketball season; start now to practice shooting baskets. **Two 13½-inch steel frame baskets,** with cord net, clips and screws. **Basketball** 25 inches around, of tough pebble grained artificial leather. (Will wear longer than split leather.) **Stem type rubber bladder.** Shpg. wt., 2 lbs. 9 oz.

49 V 5538—**Ball, 2 Baskets**. . **$1.19**

49 V 5539—**Baskets Only.** Shpg. wt., each, 1 lb. 2 oz. Two, 2 lbs. 8 oz.

Each. . . . . **35c** **2 for**. **69c**

"WILL I SOCK THE NEXT ONE"

Priced to Save 30%

Fielder's Glove Hardwood Bat Horsehide Cover Ball

Steady practice will make a big leaguer—start now! Every boy can afford this complete outfit at Sears low price.

3-Pc. Outfit 69c

Wonderful gift for peppy young ball players. Genuine horsehide cover **baseball.** Heavy hardwood bat, 29 in. long. Sturdy fielder's glove that will stop the hot ones—leather with padded palm and fingers. **To be worn on left hand only.** Shpg. wt., 2 lbs.

49 V 5530—Complete Outfit, 3 Pieces. **69c**

BOYS SPECIAL

Catcher's Mitt

69c

Usual $1.00 Value. For future "Stars" up to 12 years. Regulation style. Deep pocket. **Palm and finger soft tan leather.** 8⅝-in. across. To be worn on left hand only. Shipping weight, 1 lb.

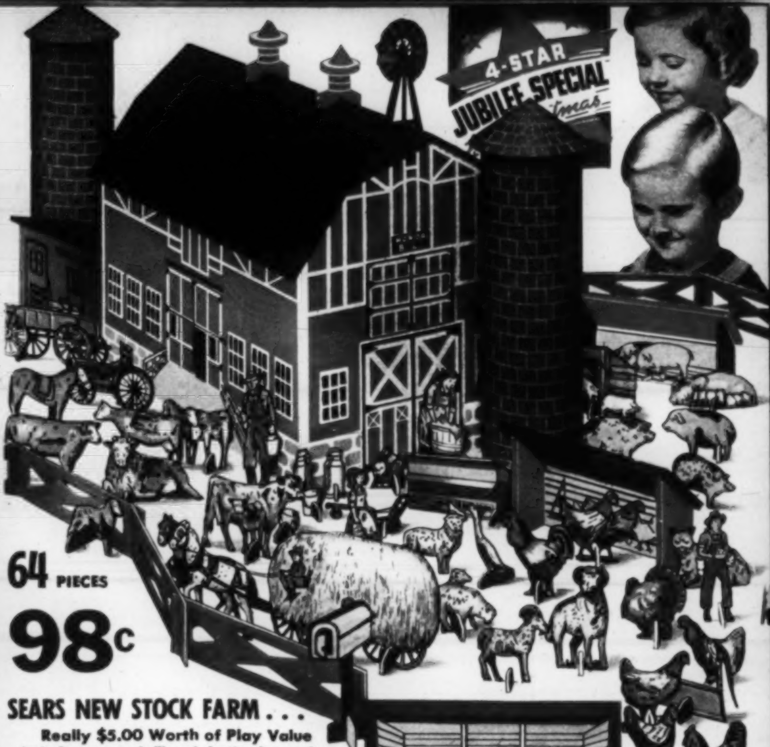
49 V 5506. . . . . **69c**

Fielder's Glove

59c

Genuine horsehide. Padded palm and fingers. For the Junior big leaguers up to 12 years of age. Regulation style leather palm and thumb web. For left hand only, laced bottom. Shipping weight, 6 oz.

49 V 5512. . . . . **59c**



64 PIECES

98c

SEARS NEW STOCK FARM . . .

Really $5.00 Worth of Play Value

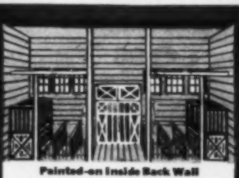
Again Sears score a bull's-eye!—beating last year's unbeatable Stock Farm value by increasing the number of pieces from 56 to 64, and introducing a new Barn with features that have never been used in any stock farm, regardless of price. All of this for our customers without increasing the cost one penny.

Retaining, of course, the Sears idea of unbreakable, cut-to-shape 3-ply wood animals and implements (not cardboard) that took the country by storm last Christmas, Sears new Farm offers this bewildering array of value!

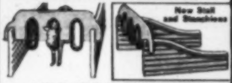
- **44 practically unbreakable, 3-ply wood (not cardboard) people, animals and other familiar farm articles. Printed in colors on both sides.** (Farm wagon 5⅛ in. long). **Cut out to natural shape—with wooden stands.**
- **Sears new own-styled extra large Big Hip-Roof Set-up Barn.** Size 16⅛ in. long, 14⅜ in. high to top of windmill—9 in. across eaves. Barn with tool shed beside it gives frontage of 20 in., barn beautifully colored in red with black and white trim—on a stone decoration foundation. Green roof, inside back wall decorated in green, white and tan, and equipped with stalls and stanchions (see right).
- **10 interlocking sections of green cardboard fence, totaling almost 6 feet.**
- **2 tile-type, 10-in. colored cardboard silos, easily set up.**
- **3 all-wood buildings**—a pig pen, a chicken coop and a tool shed in red and green colors with black printed details, tool shed, 6x3⅛x3⅜ in. high, others in proportion.

New stalls and stanchions give this matchless farm a realism that has never been approached. The child will actually live the everyday life of a dairy farmer. Everything about it is so real—so life-like. The figures, the animals, the implements are cut out. There's the farmer and his family; his prize stock. They'll not crack like cardboard—they'll last for years. Printed on both sides, they are always a front view picture. Fun for the whole family. A new Sears stock farm—a new peak in values. Many were disappointed last year because they waited too long. Don't miss out this year! Shipping weight, 7 lbs.

79 V 6452—64-Piece, 4-Star Stock Farm Value.........**98c**



Painted-on Inside Back Wall

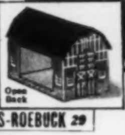


NEW 1936 FEATURES ONLY ON SEARS BARN

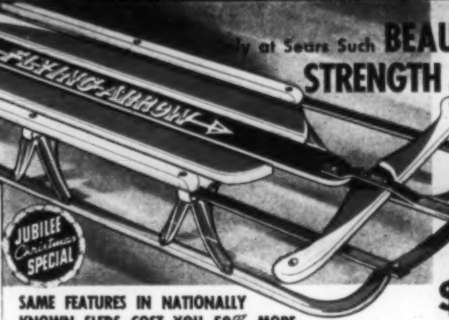
1. Inside back wall has painted-on stalls, windows, etc. to look like real barn.

2. Stalls and Stanchions. The child can set up the two stalls or make stanchions out of them by using the stalls as supports for the piece which forms the stanchions. Then insert cows, like on real dairy farm. Stalls and stanchions of 3-ply wood decorated on one side only.

3. Two wood dummy ventilators, mailbox, one side colored.



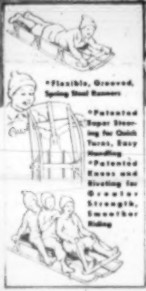
Open Back



ly at Sears Such BEAUTY, SPEED, STRENGTH at These Low Prices

- New Streamlined Longer Hardwood Top
- New, Snappy Red and Black, Lasting Finish
- Extra Strong, Steel Bumper and Side Rails
- Husky, Shaped Hardwood Steering Bar

$1.39 36-In. As Shown But With 4 Knees


•Flexible, Grooved, Spring Steel Runners
•Patented Super Steering for Quick Turns, Easy Handling
•Patented Knees and Riveting for Greater Strength, Smoother Riding

SAME FEATURES IN NATIONALLY KNOWN SLEDS COST YOU 50% MORE

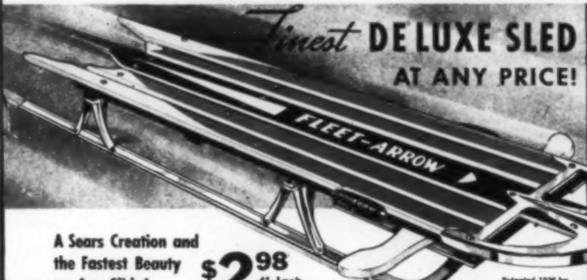
Sears own design. Compared with the usual sleds offered at this price, the Flying Arrow is a "give-away" value. These New 1937 models are the finest of a long line of National favorites. **Made by an outstanding sled manufacturer with 43 years experience.** Sleeker, speedier, and stronger than ever. Streamlined, longer hardwood top, beautiful red and black decorations. Guides easier, runs faster. Extra strong steel front, spring steel runners; massive wood steering bar, placed well back; more flexible, easier to steer than lower priced sleds with steering bar way up front. Measured from bumper to end of runner.

DOUBLE CROSSBAR SLEDS FOR OLDER CHILDREN

Sled	Description	Cat. No.	Shpg. wt.	Price
56-Inch Sled	(As shown) 6 knees. Unmailable.	79 VM 8327	12 lbs.	$2.79
45-Inch Sled	As shown but 4 knees. Mailable.	79 V 8326	9 lbs.	$1.98
40-Inch Sled	As shown but 4 knees. Mailable.	79 V 8325	8 lbs.	$1.69
36-Inch Sled	As shown but 4 knees. Mailable.	79 V 8324	8 lbs.	$1.39

SINGLE CROSSBAR SLEDS

Sled	Description	Cat. No.	Shpg. wt.	Price
32-Inch Sled	As shown but 4 knees. Mailable.	79 V 8323	7 lbs.	$1.19
$1.25 Value!	30-In. Snowbird Special. 4 knees.	79 V 8342	6 lbs.	98c



Finest DE LUXE SLED AT ANY PRICE!

New Feather-Touch Tru-Arc Steering

A Sears Creation and the Fastest Beauty on Any Slide!

$2.98 41-Inch

Patented 1936 by Sears, Roebuck and Co.

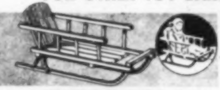
A streak of lightning—with the smoothness of silk—that's the Fleet-Arrow! Stronger, and better than ever before. The finest sled, we believe, regardless of price. Here's proof:

1. **Easy steering when loaded.** Tests prove 25% less pressure used than on others.
2. **Tru-Arc action.** New Sears improvement. Runners bend from front to rear (see illustration).
3. **Non-Skid speed.** Because of this method of bending, runners track perfectly in snow.
4. **Rigid runner supports.** Heavy cross braces riveted (Not nailed).
5. **Cadmium plated front bumper, rustproof.**
6. **Full length side rails.** Give stronger, more rigid top.

Hardwood top enameled in black and red. Spring steel runners. Heavy metal knees. Sizes given below are measured overall. **Largest size not mailable.**

Cat. No.	Length	Knees	Shpg. Wt.	Price
79 V 8331	41-inch	4	13 lbs.	$2.98
79 V 8332	47-inch	4	14 lbs.	3.98
79 VM 8333	53-inch	4	16 lbs.	4.98

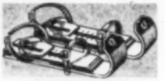
FOR OTHER TOY BARGAINS SEE OUR BIG GENERAL CATALOG



24-In. Baby Sled With Guard

Now at price of guard alone. When Baby grows up, cut off guard. Varnished hardwood top; enameled spring steel runners. Rope holes in front bar. Shipping weight, 5 pounds.

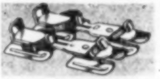
79 V 8301 .... $1.25



For Boys or Girls

Real skiing skates. Wholesome fun for the crisp winter days. **12½ inches long, made of hardwood.** Adjustable, steel heel plate to fit child's shoes 9 to 12½ inches long. Web straps. Shipping weight, 1 pound 4 ounces.

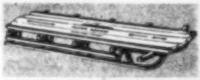
49 V 8314
Per Pair............ 89c



Safe for the Kiddies

Teach the little tot to skate. Jack-'N-Jill bob skates. Double runners protect those little ankles. Nickel plated steel; adjustable from 5⅝ to 7½ in. Each skate complete with two web straps, each with buckle. Shipping weight, 1 pound 3 ounces.

49V8317—Pair. 47c



75-Inch 4 or 5 Person Racer

Sears lead again with sled values! Here's a husky speedster easily worth $7.00! Will hold 4 or 5 persons. Ideal for "snow-train-trips." Large, but lightweight hardwood; top 20-inches wide. Securely riveted, runners of special flexible steel. Complete with foot rests. **Not Mailable.** Shipping weight, 23 pounds.

79 VM 8308............ $4.98

BUZZ BUZZ
NEW, BEAUTIFUL GREEN and IVORY COMBINATION

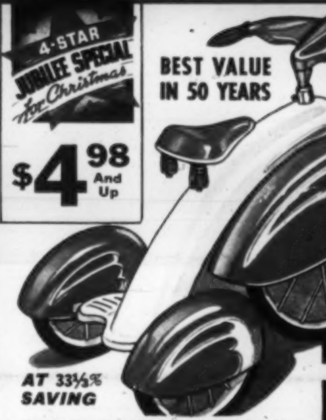
Most Beautiful Bike We Ever Offered

$8.79 And Up

Sold By Mail Only By Sears. Cushiony ALLSTATE tires. Built-in electric horn, button on handlebars. Battery included. Graceful, tapered semi-tubular steel frame, step plates. Snub front with nickel plated grill. Adjustable, airplane type steel handlebars. Front wheel, ball-bearing. Genuine Troxel adjustable saddle (not steel). Pontoon fender over front wheel—rubber grips and pedals. Large size unmailable. Crotch to instep longer than on most others.

Cat. No.	Front Wheel	Rear Wheels	Crotch to Instep	Shpg. Wt.,	Price Each
79 V 8777	12 in.	8-in.	18–20-in.	26 lbs.	$ 8.79
79 V 8778	16 in.	10-in.	20–21½-in.	31 lbs.	9.95
79 VM 8779	20-in.	12-in.	22–24-in.	38 lbs.	11.48

FOR OTHER BIG SAVINGS ON FINE VELOCIPEDES SEE OUR BIG CATALOG



BEST VALUE IN 50 YEARS

AT 33⅓% SAVING

Pontoon Fenders

Coil Spring Seat

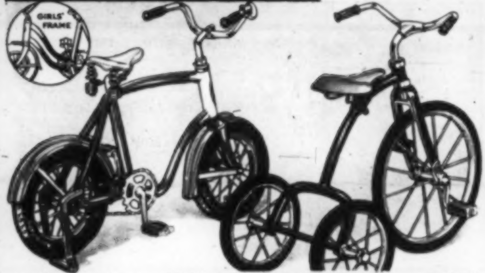
Airplane Handlebars

Ball Bearings

NEW, LIGHTWEIGHT, STREAMLINED WITH BUILT-IN ELECTRIC HORN

Sold By Mail Only By Sears. A birthday special that will make history. Sporty-looking from the adjustable airplane handlebars right down to where the streamlined frame is welded gracefully to form a strong rear steel step platform—new airplane pontoon fenders over all wheels emphasize the racy look and the new horn is a wow! Button built into handlebars. Battery included. Ball bearing front wheel. Ivory frame with red trim. 1-in. rubber tires. Adjustable Troxel streamlined saddle. Heavy spoke wheels. Streamlined rubber grips and pedals. Large size unmailable.

Cat. No.	Front Wheel	Rear Wheels	Crotch to Instep	Shpg. Wt.	Price Each
79 V 8701	12 in.	8 in.	18–19½ in.	25 lbs.	$4.98
79 V 8702	16 in.	10 in.	20–22 in.	31 lbs.	5.89
79 VM 8703	20 in.	12 in.	22–23½ in.	38 lbs.	6.79



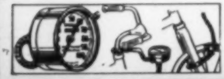
Air Filled and Solid Tired Sidewalk Bikes

$9.69 And Up

For Children 5 to 10 Years. Never a value like this! 2-in. ALLSTATE airfilled tires. Seamless, steel tubing frame; ball bearing head. 14-in. ball bearing wheels and rubber pedals. Adjustable Troxel saddle and handlebars with rubber grips. Parking stand; bicycle bell. Colors as shown. Mailable. Shipping weight, 40 pounds.

79 V 8696—Boys' Bike.......**$14.95**
79 V 8676—Girls' Bike....... **14.95**

79 V 8674—Similar. 12-in. plain bearing wheels, 1-in. solid rubber tires. No straddle bar, coaster brake, tool bag, fenders, or bell. Single coil saddle, plain bearing head, pedals. Mailable. Shpg. wt., 26 lbs. **$9.69**



Big Savings! Tubular Bikes —Ball-Bearing Front Wheel

$2.98 And Up

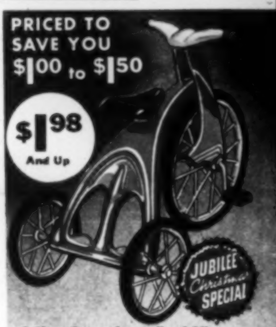
• Priced no higher than ordinary split frame bikes, these tubular steel bikes are far stronger and much better looking. Strong, spoke wire wheels with ⅝-inch rubber tires. Comfortable, adjustable, steel spring saddle. Streamlined rubber pedals and grips. Frame, fork finished in striking green enamel; ivory color wheels and handlebars. For all velocipedes measure child from crotch to instep. All sizes mailable.

Catalog Number	Front Whl. Diam.	Crotch to Instep	Shpg. Wt.	Price
79 V 8647	12-inch	16 to 18 in.	15 lbs.	$2.98
79 V 8648	16-inch	18 to 20 in.	19 lbs.	3.79
79 V 8649	20-inch	21 to 23 in.	22 lbs.	4.59

Speed Clock for Velocipedes, Scooters, Two-Wheelers. Geared up 5 times actual speed. Easy to attach. Will not fit over large front fenders.
79 V 8610—Shipping weight, 1 lb.... **95c**

PRICED TO SAVE YOU $1.00 to $1.50

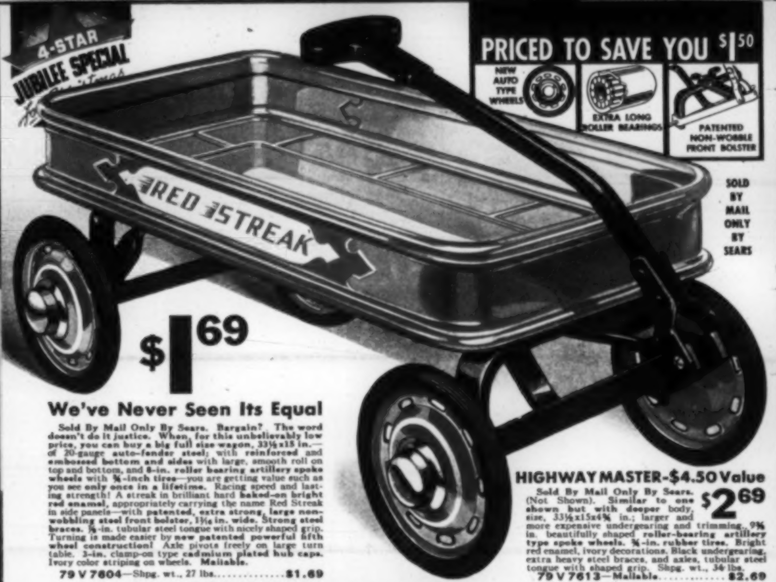
$1.98 And Up



1-Piece Frame Streamlined Bikes

Sold By Mail Only By Sears, at regular split frame bike prices! Ball bearing front wheel. Embossed red enameled steel frame and ivory handlebars, with formed step-plates over rear axle; adjustable saddle. Rubber tires, grips, pedals. Small size has plain bearing wheels, ⅝ in. tires. Measure child from crotch to instep. Shpg. wts., 11, 12 and 19 lbs.

Catalog Number	Front Whl. Diameter	Crotch to Instep	Price
79 V 8673	10-in.	13[illegible] to 15[illegible] in.	$1.98
[illegible]	12-in.	15[illegible] to 17[illegible] in.	[illegible]
[illegible]	16-in.	18[illegible] to 20[illegible] in.	[illegible]



PRICED TO SAVE YOU $1.50

SOLD BY MAIL ONLY BY SEARS

$1.69

We've Never Seen Its Equal

Sold By Mail Only By Sears. Bargain? The word doesn't do it justice. When, for this unbelievably low price, you can buy a big full size wagon, 33½x15 in.—of 20-gauge auto-fender steel; with reinforced and embossed bottom and sides with large, smooth roll on top and bottom, and 8-in. roller bearing artillery spoke wheels with ⅝-inch tires—you are getting value such as you see only once in a lifetime. Racing speed and lasting strength! A streak in brilliant hard baked-on bright red enamel, appropriately carrying the name Red Streak in side panels—with patented, extra strong, large non-wobbling steel front bolster, 1⅙ in. wide. Strong steel braces. ⅝-in. tubular steel tongue with nicely shaped grip. Turning is made easier by new patented powerful fifth wheel construction! Axle pivots freely on large turn table. 3-in. clamp-on type cadmium plated hub caps. Ivory color striping on wheels. Mailable.

79 V 7604—Shpg. wt., 27 lbs. **$1.69**

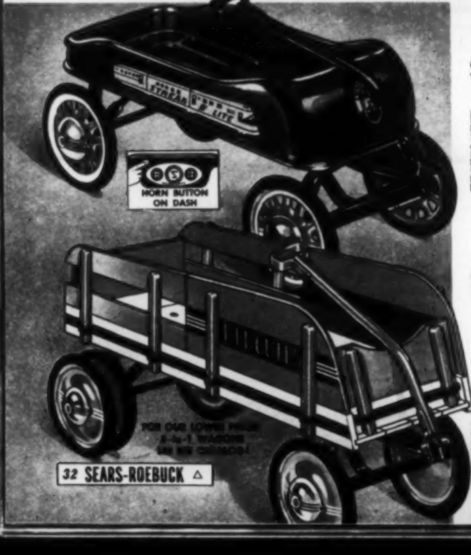
HIGHWAY MASTER-$4.50 Value

$2.69

Sold By Mail Only By Sears. (Not Shown). Similar to one shown but with deeper body, size, 33½x15x4⅝ in.; larger and more expensive undergearing and trimming, 9⅝ in. beautifully shaped roller-bearing artillery type spoke wheels. ⅝-in. rubber tires. Bright red enamel, ivory decorations. Black undergearing, extra heavy steel braces, and axles, tubular steel tongue with shaped grip. Shpg. wt., 34 lbs.

79 V 7613—Mailable. **$2.69**

For Other Fine WAGON VALUES see Sears Big General Catalog


STREAK O LITE
HORN BUTTON ON DASH
FOR OUR LOWER PRICED 3-in-1 WAGONS SEE BIG CATALOG!

HONK! HONK! FIRST WAGON WITH REAL ELECTRIC AUTO HORN

$3.69 *Sold By Mail Only By Sears and*

AT 25% SAVINGS

Famous streamlined Streak-O-Lite—Now with horn; push button on colorful dash board, complete with battery. Priced as low as most ordinary wagons. Heavy duty, roller-bearing auto-type spoke, 9½ in. double disc steel wheels. 1-piece top, full size body, 33½x15x5 inches of 20-gauge auto-fender steel. New massive patented (non-wobble) front bolster. Wheels pressure greased at factory to insure life-long lubrication. Big 4-inch embossed dome hub caps. ⅝-inch rubber tires. Finished in baked-on enamels. Green body with ivory stencil. Red wheels; black undergearings and handle. Mailable. Shpg. wt., 35 lbs.

79 V 7654—New Streak-O-Lite With Horn. . . **$3.69**

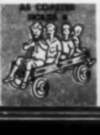
SEARS NEW STREAMLINED HERCULES-DELUXE 3-IN-1 TRUCK

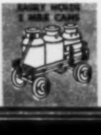
$6.98 *Sold By Mail Only By Sears*

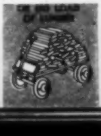
Beyond Compare Anywhere

Sears engineers have made the biggest, the strongest, the best looking farm wagon you can buy. Think of it! The body 46⅝ in. long, 17⅝ in. wide, 11⅝ in. high! Entire wood body of clean, clear white hard maple. New, smartly proportioned streamlined top. Removable, steel reinforcing rods. Rolls easily on six heavy duty, 10-in. roller bearing double disc steel wheels with 1-in. rubber tires. Embossed cadmium plated 4⅝ in. hub caps. All wheels are same height. Massive channel steel undergearing. A big chore truck without equal—a speedy coaster. In colors as shown. Shpg. wt., 60 lbs.

79 V 7690—Mailable. **$6.98**

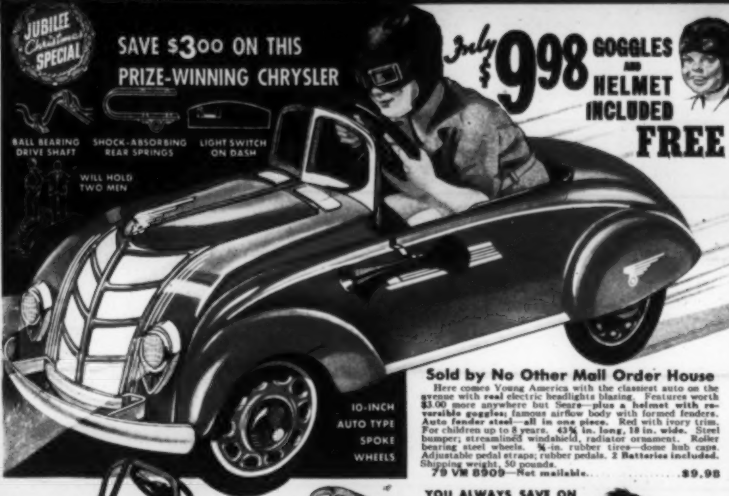





OR BIG LOAD OF LUMBER

SAVE $3.00 ON THIS PRIZE-WINNING CHRYSLER

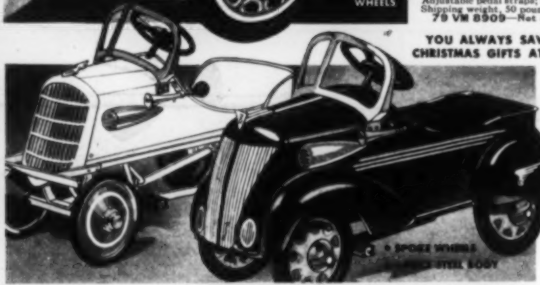
Only $9.98 GOGGLES AND HELMET INCLUDED FREE


JUBILEE Christmas SPECIAL
BALL BEARING DRIVE SHAFT
SHOCK-ABSORBING REAR SPRINGS
LIGHT SWITCH ON DASH
WILL HOLD TWO MEN
10-INCH AUTO TYPE SPOKE WHEELS

Sold by No Other Mail Order House

Here comes Young America with the classiest auto on the avenue with **real electric headlights blazing.** Features worth $3.00 more anywhere but Sears—**plus a helmet with reversible goggles;** famous airflow body with formed fenders. **Auto fender steel—all in one piece.** Red with ivory trim. For children up to 8 years. **43⅝ in. long, 18 in. wide.** Steel bumper; streamlined windshield, radiator ornament. Roller bearing steel wheels. ⅝-in. rubber tires—dome hub caps. Adjustable pedal straps; rubber pedals. **2 Batteries included.** Shipping weight, 50 pounds.
79 VM 8909—Not mailable. $9.98

YOU ALWAYS SAVE ON CHRISTMAS GIFTS AT SEARS


• SPOKE WHEELS
• STEEL BODY

$6.50 Value!—33½-inch Racer

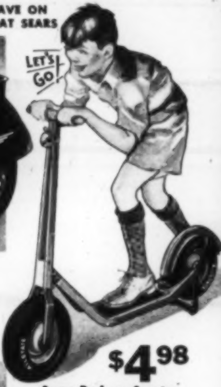
$4.98

For little folks from 2 to 5 years. Strong auto-fender steel body. 15¼ in. wide, 8¼-in. double disc steel wheels, ⅝-in. rubber tires. Large, shiny hub caps. Windshield; steel pedals. Dummy headlights. French horn. Radiator ornament. Steel front bumper. Red and ivory baked-on enamels. Shipping weight, 24 pounds.
79 V 8915—Mailable. $4.98

Save $2 on This Sport Roadster

$6.98

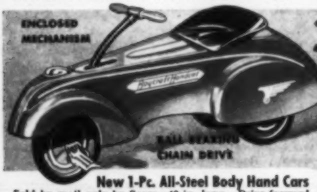
35½ in. long, 16 in. wide. For tots up to 6 years. Green and ivory baked-on enamels. Full fenders over rear wheels, crown fenders over front wheels. **8-in. double disc new steel artillery wheels.** ⅝-in. rubber tires. **New windshield, dummy headlights. French horn-radiator ornament.** Rubber pedals, adjustable to 3 lengths.
79 V 8916—Mailable. Shpg. wt., 31 lbs. . $6.98.



$4.98

Sears De Luxe Scooter
A Regular $7.00 Value

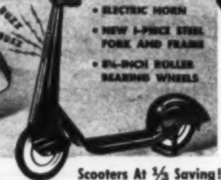
Kids everywhere have gone wild about Sears new ball-bearing scooter with its big 10x2⅝ in. ALLSTATE air-filled tires. They just don't have to worry about bumps. **38 in. long.** Runningboard is made of auto fender steel all in one piece and forms mudguard over the front wheel. Bicycle type bell. **Ball bearing hubs.** Steel parking stand and brake on rear wheel. Enameled cherry red with black trim. A "honey" on wheels. **Mailable.** Shipping weight, 16 pounds.
79 V 8846. . . . .$4.98


ENCLOSED MECHANISM
BALL BEARING CHAIN DRIVE

New 1-Pc. All-Steel Body Hand Cars

Sold by mail only by Sears. 40 in. long. **Drive forward or backward.** 25 to 27-in. leg reach. Roller bearing 10-in. rear, 8-in. front wheels, ⅝-in. rubber tires.
79 V 8807—**Mailable.** Shpg. wt., 33 lbs. $8.98

Smaller than above. Direct drive. **Length 32½ in.** Plain bearing 8½-in. rear wheels, 6⅝-in. front wheel. ⅝-in. rubber tires. Leg reach from 18½ to 21½ in.
79 V 8805—**Mailable.** Shpg. wt., 20 lbs. $3.98

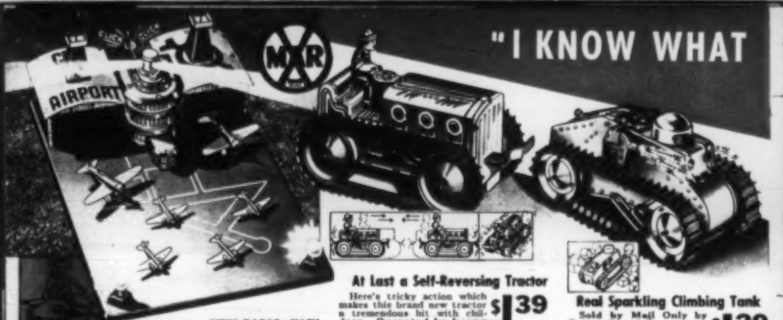

BUZZ
BUZZ
• ELECTRIC HORN
• NEW 1-PIECE STEEL FORK AND FRAME
• 8½-INCH ROLLER BEARING WHEELS

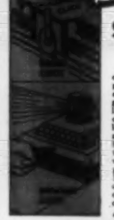
Scooters At ⅓ Saving!

Colors as shown. 36 in. long. ⅝-in. rubber tires. Rubber foot mat. Parking stand. Shpg. wt., 15 lbs.
79 V 8838. . . . . $2.98

Smaller. No horn, or rear fender. 32½ in. long. Red and ivory.
79 V 8839—Shpg. wt., 13 lbs. $1.98

"I KNOW WHAT





$1.00 Complete NEW RADIO CLICK ELECTRIC LIGHTED AIRPORT WITH 6 PLANES

Sold by Mail Only by Sears. Do not confuse with inferior, cheaper airports without the Radio Click feature and only 4 planes. Revolving red and green beacon light, 2 electric lighted, field landing lights. Press lever and release quickly, it represents a dot. If you press lever and hold for a moment, it represents a dash. Instructions included. Two hangars and passenger quarters modern to the last detail. Two towers, one with wind vane, American Flag on other. Airport sturdy colored metal, size 16½x11x6½ in. 6 die cast dummy planes including 2 large ships of army speed-plane design and four smaller ones, of Douglas design. Complete with battery.

49 V 5808—Shpg. wt., 5 lbs...**$1.00**

At Last a Self-Reversing Tractor

$1.39

Here's tricky action which makes this brand new tractor a tremendous hit with children. Operated by heavy duty Marx DeLuxe powerful clockwork motor. Climbs up or down steep grades, pulls heavy loads. When front bumper hits obstacle, motor is reversed, causing tractor to go backwards. When rear bumper hits object, tractor goes forward again. Sturdy steel about 10x5x6 in. overall.

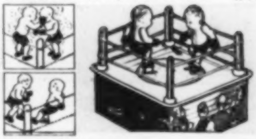
49 V 5812—Shpg. wt., 2 lbs. 4 oz.**$1.39**

Real Sparkling Climbing Tank

$1.29

Sold by Mail Only by Sears. One of the most exciting, realistic toys ever. Rubber treads, powerful clockwork motor with brake enables steel tank, 9½x5 in., to climb. Pulls heavy loads. Guns on sides shoot sparks. Flint inserted.

49 V 5767—Shpg. wt., 2 lbs. 4 oz...**$1.29**
49 V 5777—2 Flints. Shpg. wt., 2 oz....**10c**



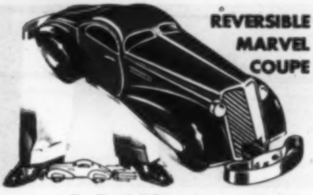
Knockout Champs

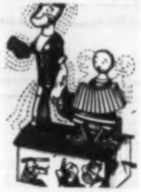
94c

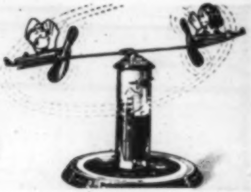
Real fight by rounds—the most realistic, entertaining mechanical toy in years. Goes on for about 10 big rounds. Celluloid fighting figures with different colored trunks swing at each other or go into a clinch until bell sounds—after each bell, start another round—just like a championship. Ring, colored metal about 7¼ in. square. 5 in. high. Shpg. wt., 1 lb. 10 oz.

49 V 5807..............**94c**

REVERSIBLE MARVEL COUPE







The First Self-Reversing Mechanical Streamline Coupe

94c

Wind up the powerful Marx clockwork motor, release the brake, it's off! If, when going forward, the front bumper hits any object, the motor automatically reverses and the car starts going backward—and when backing up, if its rear bumper hits something, the motor again reverses and it starts forward. The action continues each time bumpers hit anything. A streamline car with strong mechanical clockwork spring. Sturdy metal construction. 16½ in. long.

49 V 5805—Shipping weight, 2 lbs...........**94c**

Popeye Dances For Olive Oyl

47c

"Ship ahoy, matey—here's good, old Popeye, and his girl friend, Olive Oyl." Mounted on strong metal box. Marx mechanical motor with brake. How Popeye jigs while Olive Oyl, sitting down, appears to play an accordion! Metal in natural colors. Size overall, 9x4½x3⅛ in. Shpg. wt., 1 lb. 2 oz.

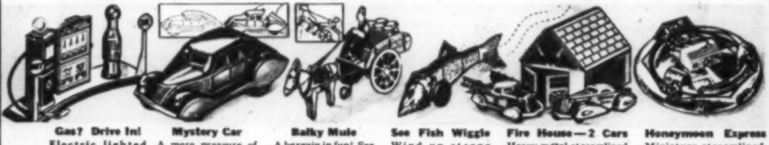
49 V 5710...........**47c**

Popeye, the Sailor, and Olive Oyl Go Aviating

47c

"Blow me into a tail spin!" It's our old friends—Popeye in one plane, Olive Oyl in the other. When spring motor is wound up, airplanes at each end of cross bar spin around the central pylon, celluloid propellers rotate. Runs about 6 minutes with one winding. Base finished in Popeye design, showing Popeye, Sweet Pea, Wimpy, Sailor Pete, The Sea Hag, etc. **Tower 7¾ in. high—crossbar with planes 17 in. across.** Sturdy metal.

49 V 5708—Shpg. wt., 1 lb. 4 oz.........**47c**



Gas? Drive In!

Electric lighted dummy Gas pump. Imaginary gas and free air. Colored metal, 9¼ in. long. Battery included. Shpg. wt., 1 lb.

49V5827..**29c**

Mystery Car

A mere pressure of the hand on body, presto! It drives off. 9 in. long. Any child can operate it. Colorful steel. Shiny radiator and bumper. Shpg. wt., 1 lb. 4 oz.

49V5826
25c

Balky Mule

A bargain in fun! See him go backwards, rearing up on his hind legs, when he should go forward. Causes driver plenty of grief. Colored metal. Spring motor. 10½ in. long. Shpg. wt., 1 lb.

49 V 5730...**25c**

See Fish Wiggle

Wind up strong spring motor. See how he flops and wobbles and flounders around. Heavy metal, natural color. Jointed to move with swimming motion. 8¼ inches long. Shpg. wt., 5 oz.

49 V 5822...**25c**

Fire House—2 Cars

Heavy metal streamlined Fire Patrol with 2 ladders and Fire Chief Coupe 6 in. long. Roll easily on sturdy wheels. Heavy corrugated garage box—6½x5x4½ in. overall. Easily set up without cutting. Shipping weight, 1 lb.

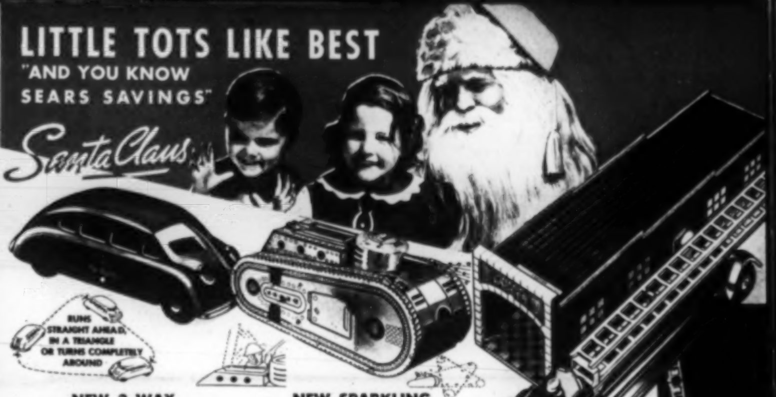
49 V 5828....**25c**

Honeymoon Express

Miniature streamlined Union Pacific train runs around circular base, speeding through 2 tunnels, 1 bridge. Base, 9¼ inches diameter colored like landscape. Station in center. Colored metal. Shipping weight, 1 pound.

49 V 5729...**25c**

LITTLE TOTS LIKE BEST
"AND YOU KNOW SEARS SAVINGS"
Santa Claus


RUNS STRAIGHT AHEAD, IN A TRIANGLE OR TURNS COMPLETELY AROUND

NEW 3-WAY MYSTERY SCARAB CAR

The Car with the Mechanical Mind Runs Straight Ahead—Makes Round Trips or a Perfect Triangle. **98c**

You'll be mystified, amazed, fascinated, by this new Buddy "L," clockwork, windup toy sensation. Wind it up, it starts out straight ahead, suddenly makes a half turn, returning by way of a triangle. Set lever and it will go straight ahead and suddenly turn completely around—set lever again and car runs straight forward. Instructions included. New principles of locomotion and action; a miniature reproduction of the unique, same-named car of the future. 10½ in. long, of heavy gauge, colored steel with rich chromium trimmings and heavy rubber wheels.

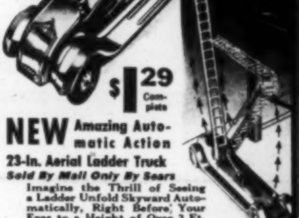
49 V 5816—Shpg. wt., 2 lbs. 4 oz. **98c**

NEW SPARKLING DOUGHBOY TANK

Watch Tank Shoot Sparks as it Swirls and Dashes Around in Zig-Zag Fashion. **94c**

Here's fighting, thrilling action—Big tank, rumbling along swirling around. Suddenly cockpit opens up and a doughboy with gun comes out. Action repeats automatically. Tank shoots sparks in fighting style. Boy! Does it put over a barrage! The sparks just pour out. Powerful Marx clockwork motor. Tank, colorful metal, moves rapidly in all directions. 10 inches long, 5 inches high, 4 inches wide.

49 V 5775—Shpg. wt., 1 lb. 12 oz. **94c**
49 V 5778—2 Extra Refill Flints. Shipping weight, 2 ounces. **10c**



$1.29 Complete

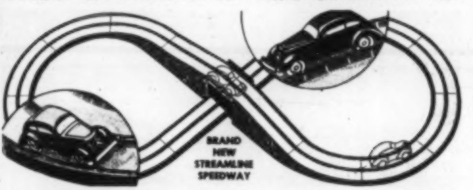
NEW Amazing Automatic Action 23-In. Aerial Ladder Truck

Sold By Mail Only By Sears

Imagine the Thrill of Seeing a Ladder Unfold Skyward Automatically, Right Before Your Eyes to a Height of Over 3 Ft.

Just wind up strong Kingsbury clockwork motor, put truck in the 24 in. colored cardboard and metal firehouse, and push lever on the house—Presto, a bell rings and out speeds the 23-inch Aerial Ladder truck. Bang! It hits a wall and like magic, entirely automatically, the 2 section ladder shoots upward. Really amazing—your eyes will pop—Fold up ladders and repeat. The fire truck is sturdy heavy gauge steel, baked on enamel finish, shiny radiator front, rubber wheels, automatic bumper that releases ladders when truck hits any object. You need complete Outfit for most play value.

49 V 5814—Complete Outfit. Shipping weight, 3 pounds. **$1.29**
49 V 5770—Truck. Shpg. wt., 2 lbs. . **.89**
49 V 5813—Fire House. Shpg. wt., 10 oz. **.44**



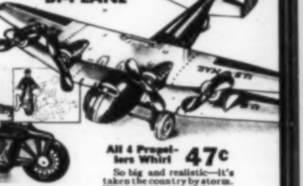
NEW STREAMLINE FIGURE 8 SPEEDWAY

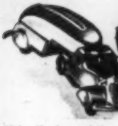
$1.89

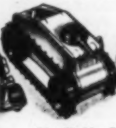
2 High speed mechanical autos—Elevated Highway Crossing. Over 144 in. of 2 Lane Track. Wind up the two cars and let 'em go—the cars race around the track, one under the bridge cross-over; the other, over the bridge or both in the same direction. Two high speed 3⅝ in. mechanical cars—with powerful motor. See below for additional cars. The more cars you add the greater the fun.

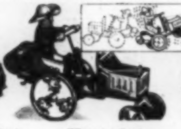
49 V 5782—Speedway and 2 cars. Shipping weight, 4 pounds 10 ounces. **$1.89**
49 V 5718—Extra 3⅝-inch lithographed metal cars with high speed key wind motors for above speedway. Shipping weight, 10 ounces. Each. **22c**

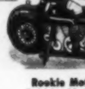
HUGE 4-MOTOR BI-PLANE











10-In. Hauler and Van

Streamline. Windup spring motor. Cross country hauler pulling van trailer with opening back door. 10x2⅝x2¼ in. overall of heavy gauge steel—colorfully enameled. Wood wheels. Shipping weight, 1 pound. **25c**

49 V 5824. . . . **25c**

5-In. Climbing Tank

It's a midget, but how it can climb! New design. 5-in. long with dummy gun and turret. Endless traction rubber belts. Brake. Buy several to use in war games and maneuvers. Shipping weight, 8 oz. **25c**

49 V 5820. . . . **25c**

Whoopee Cowboy

Mounted on bucking automobile that runs back, forward, or in circles, rears up, etc. Cowboy driver stands up and sits down. Colored metal; clock spring motor. 8 in. long, 6¼ in. high. Shpg. wt., 14 oz. **49c**

49 V 5706. . . . . . **49c**

Rookie Motorcycle Cop

Sold by Mail Only by Sears. He takes spill after spill but always gets right up again. Wind up with key, it scoots off, suddenly tips over on one side, rights itself again. Clock-spring motor. Colored metal. 8½ in. long. Shpg. wt., 1 lb. **59c**

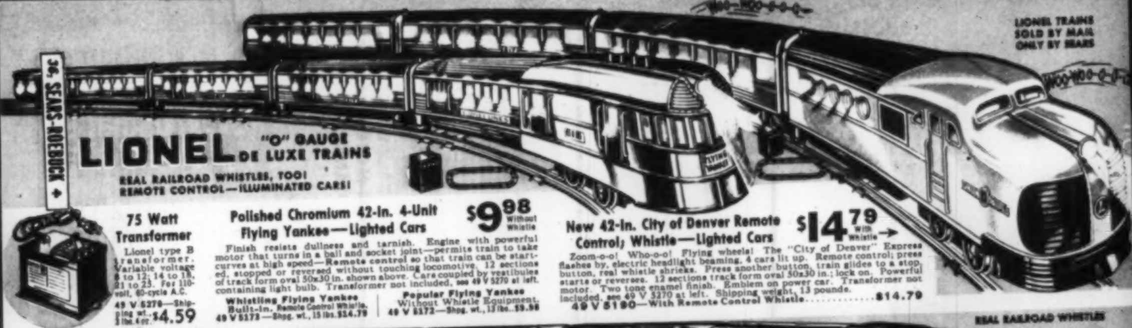
49 V 5750. . . . . . **59c**

All 4 Propellers Whirl **47c**

So big and realistic—it's taken the country by storm. Wind it up—watch it run along the floor, 4 big propellers whirling—all the appearance of a big cabin ship about to take off. Wing spread of 18 in. 13½ in. long. Powerful spring motor. Sturdy, colorful metal. Shpg. wt., 1 lb. 8 oz.

49 V 5725. . . . . . **47c**

• SEARS-ROEBUCK ;35



LIONEL TRAINS SOLD BY MAIL ONLY BY SEARS

LIONEL "O" GAUGE DE LUXE TRAINS

REAL RAILROAD WHISTLES, TOO!
REMOTE CONTROL—ILLUMINATED CARS!

75 Watt Transformer

Lionel type B transformer. Variable voltage 8 to 12; 14 to 18, 21 to 25. For 110-volt, 60-cycle A.C.

49 V 5270—Shipping wt., 3 lbs. 4 oz. $4.59

Polished Chromium 42-In. 4-Unit Flying Yankee—Lighted Cars

$9.98 Without Whistle

Finish resists dullness and tarnish. Engine with powerful motor that turns in a ball and socket joint—permits train to take curves at high speed—Remote control so that train can be started, stopped or reversed without touching locomotive. 12 sections of track form oval 50x30 in. shown above. Cars coupled by vestibules containing light bulb. Transformer not included, see 49 V 5270 at left.

Whistling Flying Yankee
Built-in. Remote Control Whistle.
49 V 5173—Shpg. wt., 15 lbs. $14.79

Popular Flying Yankee
Without Whistle Equipment.
49 V 5172—Shpg. wt., 13 lbs. $9.98

New 42-In. City of Denver Remote Control; Whistle—Lighted Cars

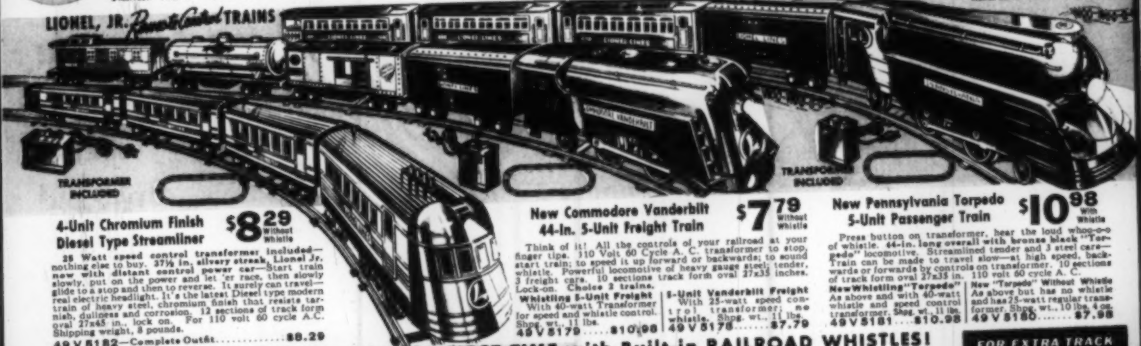
$14.79 With Whistle →

Zoom-o-o! Who-o-o! Flying wheels! The "City of Denver" Express flashes by, electric headlight beaming, 4 cars lit up. Remote control; press button, real whistle shrieks. Press another button, train glides to a stop, starts or reverses. 12 sections track form oval 50x30 in.; lock on. Powerful motor. Two tone enamel finish. Emblem on power car. Transformer not included, see 49 V 5270 at left. Shipping weight, 13 pounds.

49 V 5190—With Remote Control Whistle............$14.79

REAL RAILROAD WHISTLES

LIONEL, JR. Remote Control TRAINS



4-Unit Chromium Finish Diesel Type Streamliner

$8.29 Without Whistle

25 Watt speed control transformer included—nothing else to buy. 37½ in. silvery streak, Lionel Jr. now with distant control power car—Start train slowly, put on the power and let 'er race, then slowly glide to a stop and then to reverse. It surely can travel—real electric headlight. It's the latest Diesel type modern train of heavy steel, chromium finish that resists tarnish, dullness and corrosion. 12 sections of track form oval 27x45 in., lock on. For 110 volt 60 cycle A.C. Shipping weight, 8 pounds.

49 V 5182—Complete Outfit..............$8.29

New Commodore Vanderbilt 44-In. 5-Unit Freight Train

$7.79 Without Whistle

Think of it! All the controls of your railroad at your finger tips. 110 Volt 60 Cycle A. C. transformer to stop, start train; to speed it up forward or backwards; to sound whistle. Powerful locomotive of heavy gauge steel; tender, 3 freight cars. 10 sections track form oval 27x35 inches. Lock-on. Choice 2 trains.

Whistling 5-Unit Freight
With 40-watt Transformer for speed and whistle control. Shpg. wt., 11 lbs.
49 V 5179......$10.98

5-Unit Vanderbilt Freight
With 25-watt speed control transformer; no whistle. Shpg. wt., 11 lbs.
49 V 5178........$7.79

New Pennsylvania Torpedo 5-Unit Passenger Train

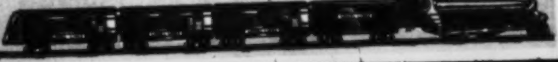
$10.98 With Whistle

Press button on transformer, hear the loud whoo-o-o of whistle. 44-in. long overall with bronze black "Torpedo" locomotive. Streamlined tender and 3 steel cars—Train can be made to travel slow—at high speed, backwards or forwards by controls on transformer. 10 sections of track form oval 27x35 in. 110 volt 60 cycle A. C.

New Whistling "Torpedo"
As above and with 40-watt whistle and speed control transformer. Shpg. wt., 11 lbs.
49 V 5181....$10.98

New "Torpedo" Without Whistle
As above but has no whistle and has 25-watt regular transformer. Shpg. wt., 10 lbs. 4 oz.
49 V 5180........$7.98

Mechanical Trains Equipped for the FIRST TIME with Built-in RAILROAD WHISTLES!



10 sections of track form oval 27x35⅝ inches. Brand new! Pennsylvania "Torpedo" locomotive of heavy steel with Brake. Cars colored metal. Passenger outfit has locomotive, tender, 2 coaches, observation car. Freighter: locomotive, tender, gondola, oil, box car; caboose.

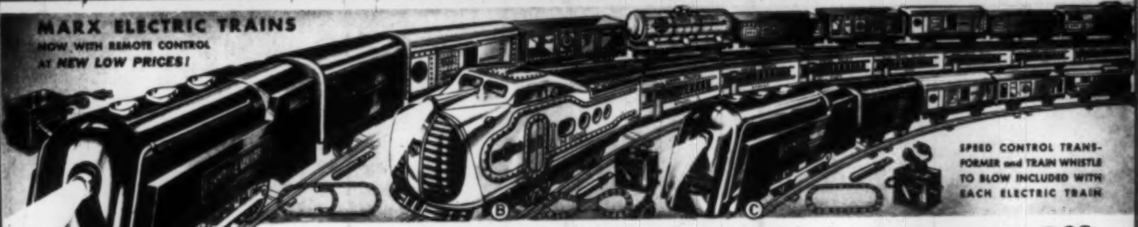
5-Unit Passenger
49 V 5134—43⅝-in. long. Shpg. wt., 6 lbs...........$1.79

6-Unit Freight
49 V 5136—43-in. long. Shpg. wt., 6 lbs...........$1.79

FOR EXTRA TRACK AND ACCESSORIES FOR ABOVE TRAINS SEE PAGE 38

MARX ELECTRIC TRAINS

NOW WITH REMOTE CONTROL AT *NEW LOW PRICES!*



SPEED CONTROL TRANSFORMER and TRAIN WHISTLE TO BLOW INCLUDED WITH EACH ELECTRIC TRAIN

$5.98

Ⓐ 69-Inch 10-Unit Commodore Vanderbilt with Switch Track

Sold By Mail Only At Sears. Dual tone mouth whistle makes long or short blasts. 2 hand switches. Let 'er go! First around 134 in. inner oval, then around 190 in. outer oval track, starting, stopping, reversing at any point. Heavy steel locomotive, electric headlight, powerful electric motor, oilless bearings; tender. 8 colorful metal freight cars. Transformer included. Shipping weight, 12 pounds.

79 V 5177—For 110-120-volt 60 cycle A.C. **$5.98**

Ⓑ 55-In. "City of Denver" Train; Figure "8" Track $4.98

50% more train value than ever before! 31 pieces. The latest streamliner, sturdy metal, powerful motor, electric headlight, authentic colors; 8 units. Distant controlled to start, stop or reverse it at any point. A new feature at this low price! 21-pc. crossover track, about 212 in. around. Dual tone mouth whistle to blow included. 7 cars. Transformer included. Shipping weight, 11 pounds.

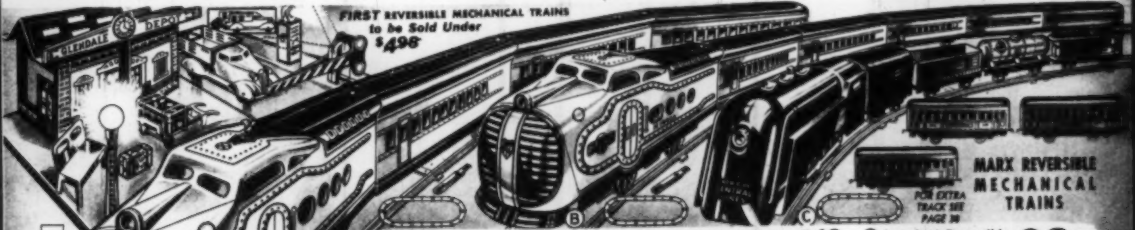
79 V 5176—For 110-120-Volt 60 Cycle A.C. **$4.98**

Ⓒ 35-Inch Commodore Vanderbilt Freight $3.98

Boy! What an outfit! Dual-tone mouth whistle to blow. Unbelievable! A 35-inch freighter now with distant control for so little money! Transformer, oval track 120 in. around. Why, it's a regular $5.00 Value! Heavy gauge steel locomotive; electric headlight; powerful electric motor, oilless bearings. Streamlined tender. 3 sturdy metal, colorful freight cars. Transformer included. Shipping weight, 8 lbs. 1 oz.

49 V 5175—For 110-120-Volt 60 Cycle A.C. **$3.98**

FIRST REVERSIBLE MECHANICAL TRAINS to be Sold Under $4.98


GLENDALE
DEPOT
Ⓐ
Ⓑ
Ⓒ
FOR EXTRA TRACK SEE PAGE 38

MARX REVERSIBLE MECHANICAL TRAINS

$1.98

Ⓐ Biggest Value in Mechanical Train History—21 Pieces

For this amazingly low price you get: 1. New 28¼ in. reversible train. Better made than last reversible mechanical train we sold for $4.98. Stop, start or reverse train by lever on engine. Clockwork motor, bell, dummy headlight. *Dual tone mouth whistle. 10 pcs. track making oval 102-in. around. 2. Electrically lighted, colored metal depot, 13½x10x5½ in. With battery to light warning signal, lamp post. Train nears, gate goes down, red light flashes. 6-in. steel baggage truck. Realistic metal trunk, suitcase, hand truck, bench.

49 V 5123—Complete. Shpg. wt., 7 lbs. **$1.98**

Ⓑ 41½-Inch 6-Unit U. P. Streamliner $1.49

23 piece outfit. It's brand new, it's reversible, with dual tone mouth whistle to blow. A value we never dreamed possible. What fun to see the authentic model of the Union Pacific's famous "City of Denver" race backward or forward over the oval track; about 146 inches around. Sturdy metal engine with powerful clockwork motor, bell, lever to stop, start and reverse train. Dummy headlight. 4 center, one end coach, all colorful metal.

49 V 5119—Reversible Streamliner. Shipping weight, 4 lbs. 10 oz. **$1.49**

Ⓒ Imagine! Reversible Mechanical Train Only 98c

Never in our history have there been such values in mechanical trains! Choice of 35 in. passenger or freight. Heavy steel Commodore Vanderbilt locomotive, powerful clockwork motor; brake, bell and lever to start, stop and reverse train; Dummy headlight. Cars of colorful metal. 10 sections track form oval 102 in. around. Whistle not included.

5-Unit Freight

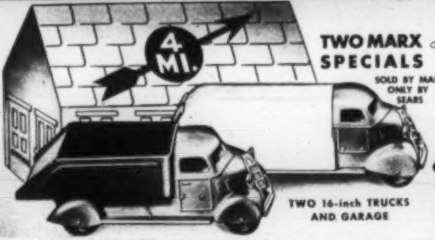
49 V 5115—Engine, tender, 3 cars as shown. Shpg. wt. 4 lbs. 6 oz. **98c**

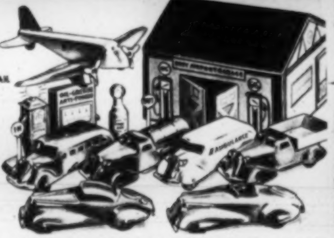
5-Unit Passenger

49 V 5116—Same engine, tender with 3 passenger cars. Shpg. wt., 4 lbs. 6 oz. .. **98c**

TWO MARX SPECIALS

SOLD BY MAIL ONLY BY SEARS





$1.50 VALUE TRUCKING OUTFIT

$1.00

A big garage, a large moving van and a giant dump truck, both latest streamline design. It'll be fun, keeping this equipment busy. Heavy, durable, 18-inch cardboard garage. Real dump truck, with drop gate; van has opening back door, to store away big hauls. Trucks heavy gauge auto steel. New hoods, shiny radiators, dummy headlights, strong bumpers, balloon type wheels.

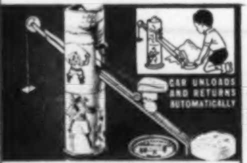
49 V 5825—Complete 3-Pc. Outfit. Shpg. wt., 8 lbs. 6 oz. **$1.00**

BUSY AIRPORT GARAGE—9 BIG PCS.

$1.00

Electric lighted filling station with battery, alone worth 29c. What a busy place! Colored metal, 9¼-in. filling station; dummy gas pump, air pump. Strong, easily set up cardboard garage, 10½x8x10 in.; serves as packing box. Streamlined 6 in. steel cars on easy running wheels; **ambulance, tank truck, dump truck,** bus, roadster, racer, 6⅜ in. airplane. 9⅜ in. wingspread. Full of fun.

49 V 5413—**9 Big Play Pieces.** Shpg. wt., 3 lbs. 12 oz......**$1.00**



New Captain Sandy Andy

53c

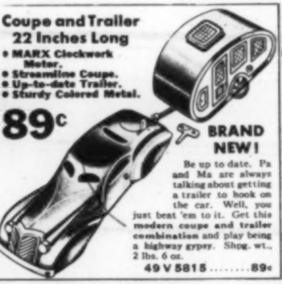
Massive, colored metal 16x13⅛ in. high. Pour sand in hopper. It flows into car; car runs incline to dump load. Action repeats. Sand included. Shipping weight, 2 pounds.

49 V 5732..................**53c**

Coupe and Trailer 22 Inches Long

- **MARX Clockwork Motor.**
- **Streamline Coupe.**
- **Up-to-date Trailer.**
- **Sturdy Colored Metal.**

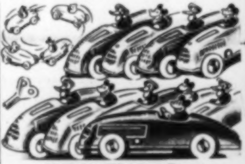
89c



BRAND NEW!

Be up to date. Pa and Ma are always talking about getting a trailer to hook on the car. Well, you just beat 'em to it. Get this **modern coupe and trailer combination** and play being a highway gypsy. Shpg. wt., 2 lbs. 6 oz.

49 V 5815........**89c**

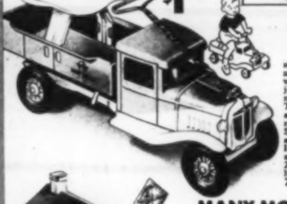


10 Mickey Miniature Racers

98c

5 with Mickey Mouse and 5 with Donald Duck at the wheels. 6 racers have midget clock work motor—real speed demons—4 without motor. All colored metal 4 in. long—with dummy exhaust and **rubber tired wheels.**

49 V 5860—Shpg. wt., 2 lbs. 10 Cars..**98c**

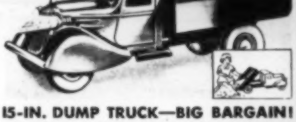


$1.00

Special 21-Inch Buddy "L" Dump and Riding Truck

Easily worth $1.50. Now with new 2-tone enamel finish. Such an outstanding value at the price that we sold thousands last Christmas—just couldn't keep up with the demand. Don't miss out this time. Think of it! **A Dump truck that actually dumps, with removable, roomy steel seat; steering device. Seat shaped like motor bike saddle.** Truck heavy gauge steel, **length overall, 21 in.** Will carry sand, blocks, toys, anything up to 200 lbs. Height to seat, 8 in. Dummy headlights. Rubber tired wheels.

79 V 5030—Shpg. wt., 6 lbs. **$1.00**



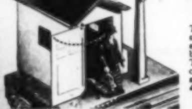
15-IN. DUMP TRUCK—BIG BARGAIN!

59c

Electric lights, streamlined! Switch to turn lights off and on. **Battery included.** Shiny radiator, heavy gauge steel body, rubber tires. **Actually dumps like big trucks.**

49 V 5406—Shipping weight, 4 pounds..........**59c**

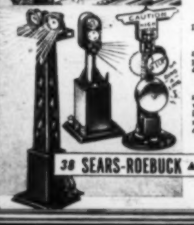
MANY MORE TOY AND TRAIN VALUES IN OUR BIG CATALOG



LIONEL Automatic Gateman

For all Lionel "O" gauge trains. Toot! Toot! Train nears, door of shack flies open, gateman rushes out swinging lantern. Lantern lights by a beam of light focused on it from base. Train passes and gateman returns, door closes. Train not included. Colored steel, 7x5⅝x6⅝ in. high.

49 V 5253—Shpg. wt., 4 lbs. **$3.29**



MARX Electric Accessories

Now Priced Low for Everybody

Enameled steel. Attach insulated plate, included, to third rail.

7⅛-Inch Automatic Bell Signal

Train passes, stop sign swings back and forth, bell rings; when train has passed, bell signal stops.

49 V 5208—Shpg. wt., 14 oz.. **94c**

6⅛-Inch Automatic Block Signal

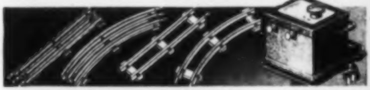
2 sections of track included forms **automatic control which stops train when you switch light to red, slows it down on yellow and restores it to normal speed when green.**

49 V 5224—Shpg. wt., 14 oz. **89c**

10¼-Inch Flood Light Tower

Two adjustable powerful lights, in dimming reflectors.

49 V 5222—Shipping weight, 14 ounces.......... **59c**



EXTRA TRACK FOR ALL TRAINS

ELECTRIC TRACK

"O" Gauge Lionel.

For De Luxe trains, on page 36. Shpg. wt., 10 oz.

49V5235–Curved. 2 pieces for....... **37c**

49V5236–Straight 2 pieces for....... **37c**

Lionel Jr. for Junior Trains on page 36. Shpg. wt., 10 oz.

49V5241–Curved. 2 pieces for....... **28c**

49V5240–Straight 2 pieces for....... **28c**

MECHANICAL TRACK

Marx Mech. Track

For Trains on page 37. Shpg. wt., 12 oz.

49V5212–Straight. 4 pieces for........ **19c**

49V5213–Curved. 4 pieces for........ **19c**

Lionel Mech. Track

For trains on page 36. Shpg. wt., 13 oz.

49V5206–Straight. 4 pieces for........ **21c**

49V5207–Curved. 4 pieces for........ **21c**

"O" Gauge Marx ELECTRIC Track

For Trains on page 37. Shpg. wt., 10 oz.

49V5216–Straight. 4 pieces for......... **39c**

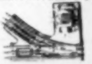
49V5217–Curved. 4 pieces for........ **39c**

Jefferson Transformer

75 watts. 5⅛ to 22⅛ volts. 110-volt, 60-cycle A.C.

49 V 5277

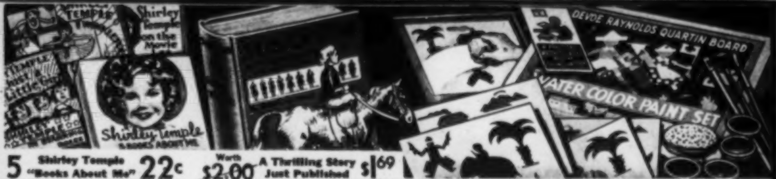
Shpg. wt., 3 lbs........ **$2.79**



Lionel "O" Gauge Switches with Lamps.

49 V 5215—Pair.

Shpg. wt., 2 lbs. 14 oz. . **$5.29**


Shirley Temple on the Movie Lot
Shirley Temple
Shirley Temple 5 Books About Me
DEVOE RAYNOLDS QUARTIN BOARD
WATER COLOR PAINT SET

5 Shirley Temple "Books About Me" 22c

Will Delight the Kiddies

A brand new Shirley Temple Box containing 5 books about the life of little Miss Temple—In large type; told in her own simple way—Photographs show her at work, at play, and with her famous movie friends. Titles: On the Movie Lot; Twinkletoes; In Starring Roles; Little Playmate; Just a Little Girl.

3 V 1900—Shpg. wt., 14 oz. . 22c

Worth ~~$2.00~~ A Thrilling Story Just Published $1.69 At Sears

For 8 to 12 year old girls

The story of Susannah, age eight, who visits her uncle of the North West Mounted Police. How she captures the hearts of the fearless Mounties . . . then travels to London with her crack cavalry troop to attend the Diamond Jubilee of Queen Victoria, makes fascinating reading. Based on actual experiences. Illustrated. Shipping weight, 1 lb. 4 oz.

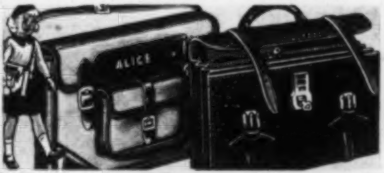
3 V 1700—Sears Special. . $1.69

~~$1~~ Value Devoe Paint Set for Children Hours of Worth-While Fun 49c

Boy and Girl—they'll both be tickled with this paint set. Special stiff panel to paint on that wipes off easily with wet sponge; use it over and over! Set shows how to mix all colors from its four cakes of Black, Red, Yellow and Blue. Includes picture sheets, cut-out stencils, 2 soft camel's hair brushes, pencil and sponge. Instructions. Complete in 13⅛x10⅝ in. box. Shipping wts., 1 lb. 12 oz. and 1 lb. 8 oz.

3 V 1850. . . . .49c **3 V 1851**—Junior Set. . . 29c

USEFUL GIFTS FOR THE SCHOOL CHILD



Large Roomy Covert Cloth School Bag 79c

Name in Gold at No Extra Charge

Print name plainly. Sturdy bag with heavy waterproof rubber lining. Welted seams, artificial leather corners and pencil pocket. Lunch pocket. 14x10½ inches. Shpg. wt. 1 lb. 4 oz.

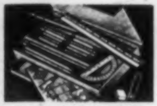
3 V 4846—Leather Handle. . 79c
3 V 4848—Leather Shoulder Strap. 79c

~~$2~~ Value 4-Pocket Zaflex Brief Case $1.49

Jubilee Special

Tough, sturdy goat-grain artificial leather. Four roomy pockets—one with talon hookless fastener. Double reinforced edges. Lock and key. Leather handle and straps. Size, 15⅝x10½ in. Brown or Black. State color. Shpg. wt., 2 lbs. 2 oz.

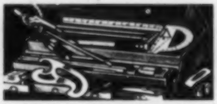
3 V 4950. . . . . $1.49



22-Piece School Assortment 25c

Cloth covered box, 10⅝x6x1⅛ in. Ruler, 5 Pencils, Sharpener, Eraser, Pen Holder, Pen Point, 10 Crayons, Protractor, U. S. Map. Shpg. wt. 15 oz.

3 V 4820—Complete. 25c

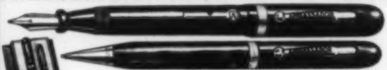


~~$1.50~~ Value Handy 5-Drawer Box $1.00

Jubilee School Set

Du Pont Fabrikoid Box 11⅛x6⅛x2¼ in. Name in Gold on cover—print name. 34 pieces: 20 pencils with black or colored lead, sharpener, compass, penholder, ruler, 6 paints and 9 other useful school articles.

3 V 4816—Shpg. wt., 1 lb. 15 oz. . $1.00

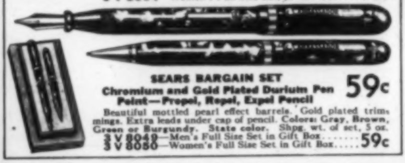


PEN AND PENCIL SET 98c

14-K Solid Gold Pen with Iridium Tip Propel, Repel and Expel Pencil

Both have beautiful mottled pearl effect barrels. Gold plated trimmings. Extra leads under cap of pencil. Colors: Green, Brown, Mulberry or Silver. State color. A handsome and serviceable gift. Shipping weight of set, 5 ounces.

3 V 8053—Men's Full Size Set, in Gift Box. 98c
3 V 8054—Women's Full Size Set, in Gift Box. . . . 98c

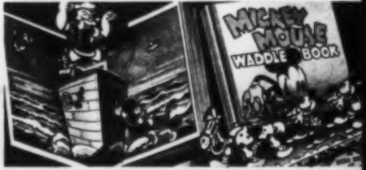


SEARS BARGAIN SET 59c

Chromium and Gold Plated Durium Pen Point—Propel, Repel, Expel Pencil

Beautiful mottled pearl effect barrels. Gold plated trimmings. Extra leads under cap of pencil. Colors: Gray, Brown, Green or Burgundy. State color. Shpg. wt. of set, 5 oz.

3 V 8049—Men's Full Size Set in Gift Box. 59c
3 V 8050—Women's Full Size Set in Gift Box. 59c



Popular Pop-Up Picture Books! 19c

Colored Figures

Open each book—up pop characters from the pages!

Popeye
Mickey Mouse
Tarzan
Flash Gordon
Terry and the Pirates

All favorite stories for children—3 realistic pop-up pictures in each book. Size, 7⅝x9⅝ inches. State title. Shpg. wt., each, 11 oz.

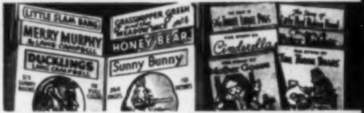
3 V 1908—Each. . 19c

Waddle Books Sure Are Fun! 59c

The Figures Move!

Cut out colored characters from the books . . . put them together . . . they'll "waddle" down the ramp by themselves! A grand "toy" and a good story for less than the usual price of the book alone.

3 V 1901—Mickey Mouse. 76 pages, 6x8 inches. Shpg. wt., 1 lb. 59c
3 V 1906—Wizard of Oz. 211 pages, 7x9 inches. Shpg. wt., 2 lbs. 5 oz. . 85c



6 Sunny Books in Full Color 67c

264 pages! 150 pictures!

Simply told, these charming stories delight children—they'll read them over and over again! All about Sunny Bunny, the Dinky Ducklings, Honey Bear, Merry Murphy, and two others. Large type. Six stories in a brightly colored box that folds like a book. Shipping weight, 2 lbs.

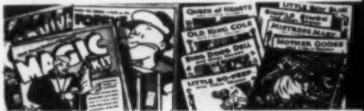
3 V 1902—6, In Box. 67c

6 Books for Little Tots 27c

All Old Favorites

Illustrations on every page and every other one in color! Linen-like pages. Large, easy-to-read type. For little tots up to first grade. Fine old favorites. 12 pages each, size, 6½x8⅝ inches. Shpg. wt., 10 oz.

3 V 1890—6 for 27c



3 Pleasure Books 27c

Contain Actual Toys

Cut 'em out and set 'em up—they work! Perform five tricks with the Magic Kit—pull a rabbit out of a hat! Carnival cut-outs actually move. 12 pages of die-cut cardboard in 4 colors. Sizes from 10x18 to 10⅛x15⅛ in. For children of all ages. Shpg. wt., 1 lb. 11 oz.

3 V 1903—3 for 27c

8 Charming Stories 42c

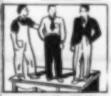
Every Page in Color!

Every story in rhyme—the famous Mother Goose jingles. 8 books, 12 pages each, in a most attractive box. (Size, 7⅝x8⅛ inches.) Printed on linen-like paper. Clear type. Shpg. wt., 1 lb. 4 oz.

3 V 1904—8 for 42c

FIRST TIME BELOW
$5.00

Enclosed Back



Holds 450 Lbs.

Never Such a Desk at This Price!

$1.98 $5.00 would have been low last year. A desk beyond our fondest hopes—top and panels of strong, lasting rich-looking Masonite—stout enough to hold 3 grown men. Has two drawers that open. Just the desk for school work, reading, letter writing. **27½x15⅛ in. desk surface—24 in. high.** Stout wood legs, drawers, sides, handles, stained and varnished. Inside drawer measurements, 12x8⅝ in. Seat taken apart to save shipping charges. Easily set up. **Typewriter (see right), pad, pencil and bench not included.** Shpg. wt., 22 lbs.

79 V 8596.......................... **$1.98**

ACTUAL TYPE SIZE
3 EXTRA INK ROLLS

FOR
AMERICAN LOGS
OTHER
BLACKBOARDS
AND
EDUCATIONAL
TOYS
—SEE OUR
BIG CATALOG

Famous MARX Typewriter

98c One of the most entertaining and practical toys ever devised for children's use. It actually types. Real educational value! Self-inking. Type securely fastened to dial, cannot drop off. ***Takes Regular Office Size Letter Paper.*** Dial has 40 hardened steel metal characters, including alphabet, numerals, punctuation marks. Carriage slides back and forth! Size, 11⅛x5⅝x6⅛ in. high. Lithographed metal. 3 extra ink rolls included.

49 V 3886—Shipping wt., 3 lbs. 7 oz. . . . **98c**
49 V 3898—3 extra ink rolls. Shpg. wt., 4 oz. **10c**

Let Him Hammer—Buy Him a Bang-a-Peg Set 98c

It'll develop his originality. Watch how quickly he'll create new designs. His arm becomes more accurate as he arranges the colored pegs and pounds them into the holes. **Table top drilled with over 240 holes and 4 compartments** to hold 60 assorted non-poisonous hardwood pegs. Size, 18x11x16⅛ in. high. Strong folding chair, 15⅝ in. high. 8½x7⅛ in. seat, about 9⅛ in. above floor.

79 V 3696—Shpg. wt., 5 lbs. **98c**
125 Extra Pegs—Assorted Colors
49 V 3695—Shpg. wt., 8 oz. **25c**

13-Pc. Wood Burning Set—New Low Price 59c

Sold by Mail Only by Sears. Plug in the 6⅜-in. Piro Pen for 110 to 120 AC or DC (listed by Underwriters' Laboratory). Heating element embedded in air-cooled porcelain—cork grip; bakelite handle. Approved extension cord with rubber insulation, bakelite plug. 12 outlined postcards ready for etching. Size 6x3½ in. Reverse side ruled for addressing and letter space.

49 V 3719—Shpg. wt., 14 oz. **59c**
18 Etched Piro Board Postcards
49 V 3718—(as above). Shpg. wt., 8 oz. **21c**

New whiteboard—blackboard on other side

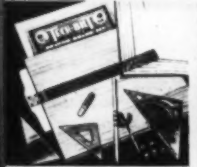
New Idea—TRA-C-RASE 4-in-1 Tracing, Drawing Set 89c

Draw on white board with colored erasable crayons. Write with chalk on black side. Color 4 outline pictures. Use Magic Transfer Window for tracing pictures for transferring. Wood framed non-warping drawing board, 23¼x13¼ in. 3 pieces chalk, 8 crayons, instructions.

49 V 3841—$1.00 size. Shpg. wt., 3 lbs. 11 oz. **89c**

50c Size
49 V 3840—Same but 14-in. white board only, unframed. Shpg. wt., 1 lb. 14 oz. . . **42c**

25c Size
49 V 3839—8-in. white drawing card, 6 crayons, 3 outline pictures, transfer window. Shpg. wt., 12 oz. **21c**



14-Piece Techbilt Set 89c

Sold by Mail Only by Sears. Professional type at a toy price. 12x9 in. smooth wood drawing board, T-square ruler, angle protractor, 2 triangles, scale compass, pencil, eraser, 6 sheets white drawing paper, sandpaper, thumb tacks. Instructions. Shipping weight, 1 lb. 4 oz.

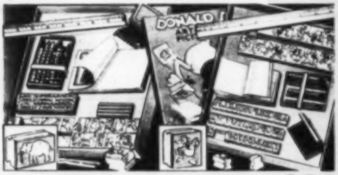
49 V 3848 . . . . . **89c**

ACTION HAMMERNAIL SET
PLAYSKOOL

Famous Hammernail Set Now Makes Action Models 89c

Sold by Mail Only by Sears. Don't stop the natural urge of a growing child to pound—help him develop control and ideas with this new action scientific hammer nail set. Now after he has nailed down his design, he can turn a crank and actually set the wheels in motion. String serves as belt from wheel to wheel. Many models can be made. Set includes 2 pounding boards, 12x12 in. of porous fiber, 2 boxes of nails, hammer, cardboard windmill, attached to disc, crank handle, grooved wheels, over 40 pieces of bored wood parts, in variety of shapes. Non Poisonous in beautiful colors.

49 V 3692—Shpg. wt., 3 lbs. 3 oz. . **89c**



Barnyard and Jungle 55c

130 Pc. Set. Stamp barnyard or jungle outfit on cardboard, then cut out and color. Twenty one ⅞-in. barn-yard animals, fowls and animals of the jungle. 100 rubber small letters and numerals, ruler, stamp pad, six crayons, a type holder, tweezers and pad of paper. Lithographed box, 10¼x9 in.

Shipping wt., 1 lb. 3 oz.
49 V 3867 . . . . **55c**

Quack! Quack! Donald Duck's New Stamp Set 89c

12 large, deeply moulded, outline character stamps of Walt Disney's popular cross-patch and his playmates. Mounted on 1⅝x1 1/16 in. wood. 8 colored crayons, metal stamp pad inked with washable ink that will not harm clothing, 10 in. ruler, paper pad and 11 numerals and 28 A-B-C's mounted on ⅝-in. wood. Shpg. wt., 1 lb. 9 oz.

49 V 3799—Senior Set **89c**

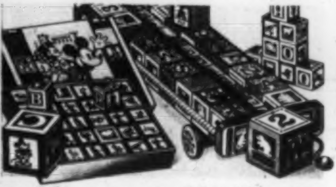
Junior Donald Duck Set

12 stamps, size 1⅝x1 1/16 in. Six crayons, stamp pad. 6 in. ruler, paper pad. Shpg. wt., 1 lb. 4 oz.

49 V 3798—Junior Set . . . **42c**

WE'LL HAVE FUN IN OUR PLAY OFFICE!

I'LL BE BOSS LIKE DAD
I'LL TYPE LIKE BIG SIS
AND I'LL DRAW PICTURES LIKE UNCLE



30 M. Mouse ABC Blocks 39c

Sold by Mail Only by Sears. 30 1⅝-in. famous Halsam safety blocks with Mickey Mouse characters embossed on 2 ends in 4 colors. Printed alphabet and pictures on other sides. Rounded corners and edges insure safety. Brilliant colors non-poisonous. Shpg. wt., 1 lb. 10 oz.

49 V 3678......**39c**

30 Halsam Safety Blocks in Wagon 89c

A building set—a pull toy—ABC's—pictures. Sturdy wood wagon with embossed ends. Colorful blocks with rounded corners and edges; sanitary, harmless. 4-color embossed alphabet characters and pictures on 2 ends. Building designs and pictures on four sides.

21-Block Set 16½-in. Wagon All blocks in this set are 1⅝ in. Shpg. wt., 1 lb. 13 oz.
49 V 3628.**45c**

30-Block Set 17-in. Wagon 18 1⅜ in. and 12 1⅝-in. blocks. Shpg. wt., 3 lbs. 10 oz.
49 V 3629.**89c**

Sears New Creation

$2.49

Combination blackboard and "whiteboard." Priced less than the old type blackboards of similar quality. 12 colored roll charts. Want to write—3 pcs. of chalk to use on the black surface. Want to draw—just flip board over (new very simple, exclusive idea). 8 erasable colored wax crayons to use on the reverse white side. Can open out into regular desk. Entire frame solid oak, 42 in. high, 22 in. wide. Folds compactly when not in use. Varnished with red lacquer trim. Letter pocket in red, chalk rail. Non-warping Masonite drawing surfaces in oak frame, 19x16⅝ in. Felt eraser.

Shipping weight, 11 pounds.

79 V 3804.**$2.49**

JUBILEE Christmas SPECIAL
"I think this whiteboard and blackboard combination is swell."
Reversible Blackboard
As a Writing Desk

Improved Blockraft Tots' First Set $1.79

New! Not to be confused with plain wood unfinished sets of last year. Fast color orange stained waxed blocks—non-poisonous—no sharp edges. 89 pieces. 27 blocks. 8 wheels, 8 hubs. 46 dowels to connect blocks. Builds about 200 models, autos, airplanes, etc. Models used as toys, can easily be re-built over and over again. Sheet of model designs. Shipping weight, 5 pounds 4 ounces.

49 V 4702—Regular $2.00 set...**$1.79**

Regular $1.00 Set. 55 pieces similar to above. Will make about 100 models.

49 V 4701—Shpg. wt., 3 lbs.....**89c**

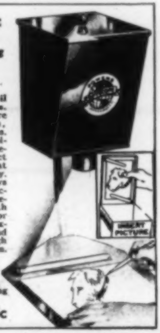
~~$1.50~~ Electric Copyscope

At Big Saving

98c

Sold by Mail Only by Sears. Insert any picture or photograph, flash on the lights. There, in true colors and sharp details, is a perfect picture of what you want to copy. Adjustable, shows actual size, reduction, or enlargement. Trace with pencil, brush or crayon. 5 ft. extension cord, and plug. 21 in. high extended, 1⅛ in. lens, 10 in. steel base. Green finish. Use 50-watt bulb not included. Shipping wt., 4 lbs. 14 oz.

49 V 3726... **98c**



Roll Top Desks Just Like Dad's

$13.98

Boys and Girls! Hardwood, beautiful Golden Oak finish, 37½ in. high; writing top 30x18 in. Extension board, 3 drawers, one with lock, grooved pen and pencil holder. Swivel arm chair. Seat adjustable from 13 to 17 in. Unmailable. Shipping weight, 77 pounds.

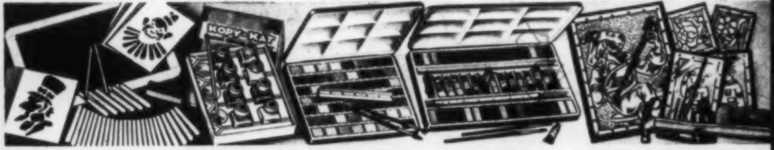
79 VM 8573
$13.98

Desk 33 in. high—Straight back chair, 28¼ in. high. Writing top, 22x15 in. 2 drawers, 1 with lock. No extension board or pencil holder. Unmailable.

79 VM 8571—Shipping weight, 42 lbs. **$7.98**

Desk 30 in. high—Straight back chair, 25 in. high. No drawers, extension board or pencil holder. Writing top, 20x15 in. Unmailable.

79 VM 8570—Shipping wt., 30 lbs.....**$4.98**



46-PIECE SLATE SET 47c

Big strong double-sided real school slate, smooth writing surface, lasts indefinitely. 12⅝ x 8⅝ in. in heavy wood frame and 45 other pieces. 2 slate pencils; 12 stencils, 6x4½ in. in assorted colors and designs, one black felt eraser mounted on wood base, 12 assorted colored chalk crayons and 18 white chalk crayons. Educational, entertaining. In box, 14⅝x11 in. Shipping weight, 3 lbs.

49 V 3820................**47c**

LIQUID WATER COLORS 25c

8-Bottle Set. Water color paint all ready mixed in sturdy bottles, metal screw caps. Washable, harmless. Most popular colors. Camel's hair brush, 3 enameled metal water cups. Shipping weight, 1 lb. 4 oz.

49 V 3864
Kopy Kat..... **25c**

LOW PRICED PAINTS 49c

A regular 75c value. An ideal, inexpensive gift for boys or girls. 50 cakes of rich water colors. Two camel's hair brushes, a ruler. Packed in black metal box, 9⅝x6⅝ in. Box has white interior. Made in Germany. Shipping weight, 15 ounces.

49 V 3881...**49c**

DE LUXE PAINT SET 89c

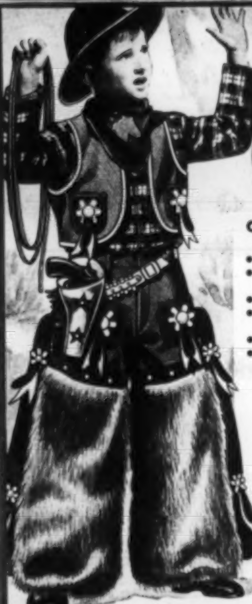
52 Pieces! Our finest, most practical set. Appeals to older as well as younger children. 15 metal tubes of moist water colors, 34 cakes of dry paints, 6-in. wood rule, 2 camel's hair brushes. In black metal box, 9⅛ x 6⅝ in., with white lined interior. Shipping weight, 1 lb. 1 oz.

49 V 3882....**89c**

BRASS TAPPING—NEW RAGE 89c

11-pc. set. Create a beautiful picture in lasting metal. Each plaque is made of brass, mounted on 5 ply veneer wood. Set contains one 10x7 inch plaque, two 6¼x4 inch, two 4x3 inch. One 9-inch claw hammer, bottle lacquer, steel wool, 2 steel tapping tools, camel's hair brush, instructions. Shipping weight, 2 pounds 12 oz.

49 V 3850...............**89c**



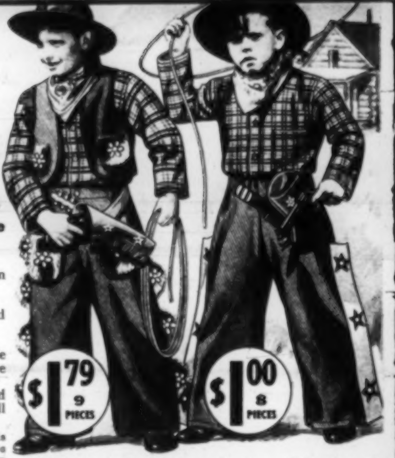
Outstanding Value 9-Piece Outfit

- Fur front chaps.
- Bright plaid cotton flannel shirt.
- Colorful bandana.
- Large toy pistol and holster. Lasso.
- Cartridge belt.
- Black cotton suede cloth hat with white band.
- Fancy decorated khaki cotton drill vest.

Our finest suit! Has real fur front chaps with lots of side trim —shirt—vest—hat—bandana—and all the extra trappings he'll need for roping steers and hunting outlaws!

SIZES: 4, 6, 8, 10, 12, 14 years. State age-size. Shipping weight, 3 lbs. 8 oz.

40 V 4370
9-Pc. Outfit . . . **$2.79**



Real Western Style

Khaki chaps with metal spangles; fur and leather trim. Plaid cotton flannel shirt; fur decorated khaki vest. Khaki hat. Large toy pistol and holster—cartridge belt—lasso—and bandana. Shpg. wt., 2 lbs. 12 oz.

SIZES: 4, 6, 8, 10, 12, 14 yrs. State age-size.

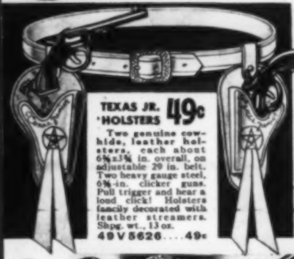
40 V 4366
9-Pc. Cowboy Outfit **$1.79**

Cowboy Suit Bargain

Eight pieces! A big gift for a little money! Khaki chaps with fancy side trim and elastic waist. Colorful plaid cotton flannel shirt. Khaki cowboy hat—bright bandana, belt, lasso, toy pistol, and holster. Shpg. wt., 1 lb. 12 oz.

SIZES: 4, 6, 8, 10 years. State age-size.

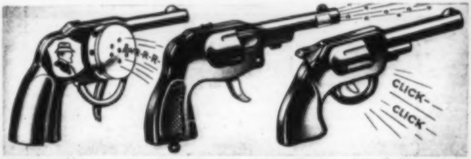
40 V 4363
8-Pc. Cowboy Outfit **$1.00**



TEXAS JR. HOLSTERS 49c

Two genuine cowhide, leather holsters, each about 6⅝x3⅝ in. overall, on adjustable 29 in. belt. Two heavy gauge steel, 6⅝-in. clicker guns. Pull trigger and hear a loud click! Holsters fancily decorated with leather streamers. Shpg. wt., 13 oz.

49 V 5626 . . . . **49c**



Dick Tracy Siren Pistol

Pull the trigger and a loud siren calls assistance. Baked-on enamel finish, 8⅛-in. steel pistol, that will appeal to every boy. Safe, too, as it only makes siren sound. Shpg. wt., 12 oz.

49 V 5656 . . . . . **25c**

New Sparkling Pop Pistol

It pops and shoots sparks, too! 8⅛-inch pistol, heavy gauge auto steel, baked-on enamel finish. Pulling trigger causes loud pop noise same time as sparks shoot from muzzle.

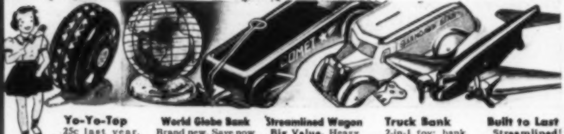
49 V 5672—Shpg. wt., 1 lb. . **25c**

49 V 5673—2 Extra Replaceable Refill Flints. Shpg. wt., 2 oz. **10c**

8-Inch Clicker Gun

Pull the trigger, hear the sharp clicking noise. Built of heavy gauge steel with baked-on black enamel finish. Now you can have an extra gun with your cowboy outfit! Shipping wt., 8 oz.

49 V 5653 . . . **10c**



Yo-Yo-Top

25c last year. World's famous rainbow top. Lithographed 2⅛-inch metal top with revolving colored inner discs. Shpg. wt., 3 oz.

49 V 5575 . **10c**

World Globe Bank

Brand new. Save now—travel later. Beautifully colored, metal globe round shape showing world. Lock and key. 4¼ in. tall. Educational. Shpg. wt., 12 oz.

49 V 6434 **10c**

Streamlined Wagon

Big Value. Heavy gauge steel. Pants type fenders. Modern, streamlined design. Like a big coaster wagon. 4 wood wheels. 8¼ in. overall. Steer it, too; front wheels turn. Shpg. wt., 8 oz.

49 V 5459 . **10c**

Truck Bank

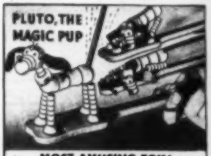
2-in-1 toy; bank and armored pull truck. 6 in. long, heavy gauge steel. Takes bills, coins up to quarters. Wood wheels. Streamlined. Sloping radiator front. Shipping weight, 8 ounces.

49 V 6430 . **10c**

Built to Last

Streamlined! Like new type Passenger planes. 9⅛-inch wing spread, 7 inches long. Steel. Bright finish. Rolls easily on 3 smooth wood wheels. Shpg. wt., 8 oz.

49 V 5468 . . **10c**



PLUTO, THE MAGIC PUP

MOST AMUSING TOY!

Pull string, every muscle in his body moves. He'll lie down, stand up, sit down, wag his tail, etc. Beautifully finished wood, trimmings in bright colors. About 7⅛ in. long. Strung with 50-lb. test fishline. No motor or spring. Control Pluto by varying finger tensions. Shpg. wt., 9 oz.

49 V 6435 . . . . **23c**

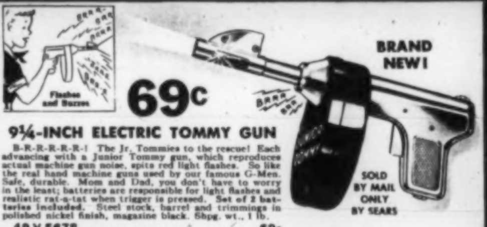
$3.69

BOYS' UMBRELLA TENT

A Real Christmas Special
Formerly Sold for $4.69

Show us the boy who wouldn't shout with glee upon receiving a tent for Christmas. For here is fun, adventure, the answer to his camping dreams! The green colored, closely woven "oil-tempered" fabric in this tent is treated to resist rain and moisture. Seams are lapped and double stitched. Band iron frame at eaves. Hardwood jointed center pole. Two extra poles for entrance awning. Bobbinet screened window in rear. Rustproof steel stakes. Floor size, 7x7 ft. Height, 6 ft. Large enough for two adult persons to sleep in. Shipping weight, 17 pounds.

6 V 7776..........................**$3.69**

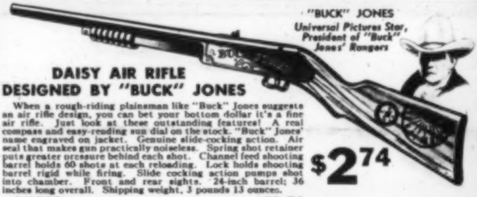


69c

9¼-INCH ELECTRIC TOMMY GUN

B-R-R-R-R-R-! The Jr. Tommies to the rescue! Each advancing with a Junior Tommy gun, which reproduces actual machine gun noise, spits red light flashes. So like the real hand machine guns used by our famous G-Men. Safe, durable. Mom and Dad, you don't have to worry in the least; batteries are responsible for light flashes and realistic rat-a-tat when trigger is pressed. Set of 2 batteries included. Steel stock, barrel and trimmings in polished nickel finish, magazine black. Shpg. wt., 1 lb.

49 V 5678..........................**69c**

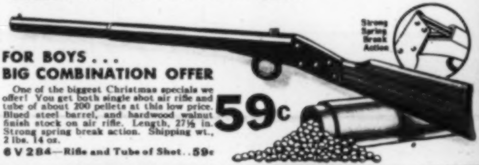

"BUCK" JONES
Universal Pictures Star, President of "Buck" Jones' Rangers

DAISY AIR RIFLE DESIGNED BY "BUCK" JONES

When a rough-riding plainsman like "Buck" Jones suggests an air rifle design, you can bet your bottom dollar it's a fine air rifle. Just look at these outstanding features! A real compass and easy-reading sun dial on the stock. "Buck" Jones' name engraved on jacket. Genuine slide-cocking action. Air seal that makes gun practically noiseless. Spring shot retainer puts greater pressure behind each shot. Channel feed shooting barrel holds 60 shots at each reloading. Lock holds shooting barrel rigid while firing. Slide cocking action pumps shot into chamber. Front and rear sights. 24-inch barrel; 36 inches long overall. Shipping weight, 3 pounds 13 ounces.

$2.74

6 V 288..........................**$2.74**



FOR BOYS . . . BIG COMBINATION OFFER

One of the biggest Christmas specials we offer! You get both single shot air rifle and tube of about 200 pellets at this low price. Blued steel barrel, and hardwood walnut finish stock on air rifle. Length, 27½ in. Strong spring break action. Shipping wt., 2 lbs. 14 oz.

59c

6 V 284—Rifle and Tube of Shot..**59c**

G-MEN
G-MEN SET
OUBLE BARREL
REAK ACTION GUN
28-INCH
CLICK
CLICK
CLICK

G-Man Finger Print Sets
Complete Detective Equipment 89c

Has magnifying glass, finger print ink, black and white finger print powder, rubber roller, inking plate, spreader, ridge counter, brush, record sheets, instruction book.

Senior Size—Portable

In hinge cover brassed metal hardware carrying case, 15⅛x12⅛x3 in. Also has new transparent lifting tape and cards for recording finger prints.

49 V 219—Shpg. wt., 2 lbs. 10 oz. **89c**

Junior Size

As above but in heavy cardboard box 12⅛x15⅛x1½ in. Shpg. wt., 1 lb. 2 oz.

49 V 218. **49c**

Steel Barrels—Wood Stock—Corks Enclosed 45c

Has cowhide leather shoulder strap. Break action. Two triggers. Enclosed cork in each barrel which pops separately, making loud report. It's real sport to "break" gun to load it, aim, pull trigger, a loud pop—then shoot second barrel, another report. Corks can't get lost.

49 V 5651—Shpg. wt., 2 lbs. 4 oz. **45c**

Double Barrel 20c

21-in. gun. Makes clicking noise. Heavy gauge steel. Wood stock, bright red. The right size for little brother. Shpg. wt., 1 lb. 7 oz.

49 V 5605. **20c**

Popeye Pistol 10c

Large weird shaped pirate design pistol of bright metal with Popeye figures all over. Makes loud clicking sound. 9⅝-in. long. Shpg. wt., 8 oz.

49 V 5602... **10c**

POP PIN' POPEYE

Automatic Electric Popeye Target Reduced—Was $1.00 59c

Just imagine shooting at figures which bob up and down automatically. Just connect batteries and two disappearing targets alternate in popping up and down. 5½-inch steel gun with strong spring. 3 rubber suction cup darts; lithographed target, 18x10 in. operates on 2 flashlight batteries. Batteries not included. See below. Shpg. wt., 3 lbs.

49 V 118—Popeye Target Set.....**59c**
20 V 1401—1⅜-in. Standard Flashlight Battery. Shpg. wt., 6 oz. Each....**4c**

BREECH LOADING
Magazine Holds 12 Rubber Bands

Famous Fox Double Barrel Gun and Target $1.79

Breech loading. Improve your aim with this 29-inch black enameled double barrel steel gun, with 2 triggers to shoot each barrel separately. Has 2 removable shells with coil spring power, which shoot wooden bullets with ample accuracy for target practice. Target with bell included to register a perfect hit. Gun has hardwood stock, walnut stained. Plenty of extra ammunition included. Shipping weight, 3 pounds.

49 V 5640..........................**$1.79**

New Rub-Er-Shot Marksman's 12-Shot Repeater and Target 89c

Adults will enjoy it as much as kiddies. Shoots soft rubber bands, with amazing accuracy.

Will not harm furniture. 12 colored rubber bands included. Gun of wood, 38 in. long. Colored heavy cardboard target with shiny bell. Shipping weight, 1 pound 14 oz.

49 V 5680—Complete Outfit.......**89c**
49 V 5681—48 Extra Rubber bands. Shpg. wt., 2 oz. 10c

Gifts THAT SAVE YOU AS MUCH AS 30%

$8.95 Value
Sears Price
$6.95

She'll Enjoy This Gift for Years!

Powerful 3-Speed Mixer

What a work saver! What a bargain price! Actually an $8.95 value! Mixes, whips, beats, mashes, and stirs. Powerful 3-speed motor handles any mixing job. Large size white glass mixing bowl; revolving platform allows bowl to turn for more thorough mixing. Mixer tilts back for removing bowl or draining beater. Stainless steel beaters easily removed and cleaned. Motor and mixer unit can be detached from stand for stirring mixtures at stove. Green color enamel finish. **Listed by Underwriters' Laboratories.** 6-ft. cord and plug included. For any 110–120-volt current. Save money! Order at this special low price! Shipping weight, 18 pounds.

20 V 1659 .... **$6.95**

YOUR CHOICE
$1.89
Each
Regular $2.98 Values
A
B
C
D
E

Save at This Record Low Price

Big news! Big savings! Look at the beauty—the rugged construction—the high quality of these work-saving appliances! Every one a $2.98 value! All are chromium plated—easy to keep clean and bright. Each appliance complete with cord and plug. **All listed as Standard by Underwriters' Laboratories.** Special price for this event only. Order now! For any 110–120-volt current.

Ⓐ **COFFEE MAKER**—Always delicious healthful coffee with this modern vacuum coffee brewer! No boiling—no metallic taste. Heat proof glass. 7-cup size. Well made stove. 550-watt unit. Shipping weight, 4 pounds 8 ounces.

20 V 1921 .... **$1.89**

Ⓑ **TWO-SLICE TOASTER**—Makes toast the way you like it! Toasts two slices at once. Bread turns as doors are lowered. Black finished handles, and fiber feet. High grade mica element. Shipping weight, 4 pounds 12 ounces.

20 V 19605 .... **$1.89**

Ⓒ **WAFFLE IRON**—Ymmm! You never knew waffles could be so good! Full size 7-inch cast aluminum grids. Black handles. Fiber feet. Shipping weight, 5 pounds 14 ounces.

20 V 19602 .... **$1.89**

Ⓓ **SANDWICH TOASTER**—Toasts two big sandwiches at once. Top lies back to form a double grill. Has drip cup. Black finished handles. Fiber feet. Standard size. Shipping weight, 5 pounds.

20 V 19603 .... **$1.89**

Ⓔ **INDICATOR IRON**—No more guess work! Dial shows ironing heat! Standard weight; about 6 lbs. 660-watt unit. Shipping weight, 7 pounds.

20 V 19601 .... **$1.89**

Heatmaster

Electric Percolator

Pleasing modern design. Chrome plated heavy gauge aluminum—easy to keep clean and bright. Fast heating element. 9-cup size. **Listed as Standard by Underwriters' Laboratories.** For any 110–120-volt current. Without cord and plug. Shipping weight, 5 pounds.

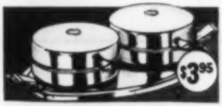
20 V 892 ...... **$4.45**

EASY-CLEAN

Electric Toaster

An electric toaster bargain if you ever saw one! Easy to clean—just remove top from base to clean crumbs! Toasts 2 slices. Bread turns as doors are lowered. Chromium plated. For any 110–120-volt current. Complete with cord. Shpg. wt., 3 lbs. 8 oz.

20 V 797 .... **$1.69**



Twin Waffle Irons

Two waffles at once! Serve them twice as fast! Chromium plated. 6-in. cast aluminum grids. Heat indicators. Black bakelite handles. Fiber feet. Double plug cord. Mounted on oval tray. For any 110–120-volt current. **Listed by Underwriters' Laboratories.** $5.00 quality. Shipping weight, 9 pounds.

20 V 1138 .... **$3.95**

Electric Heating Pads

CHALLENGE—Soft, downy cover. 3 heats; 2 thermostats. 12x15 in. For 110–120-volts A.C. only.

20 V 1662—Shpg. wt., 2 lbs. **$1.49**

HEATMASTER—Higher quality. Soft, fleecy washable removable cover. Also waterproof slip cover. 3 heats; 2 thermostats. 12x15 in. For 110–120 volts A.C. only. **Listed by Underwriters.**

20 V 1663—Shpg. wt., 2 lbs. 1 oz. **$2.49**

$3.49

ELECTRIC HEATER

Circulating type. Draws cold air off the floor; throws warm air out through grill in front. Sturdily constructed of sheet steel. Finished in black crinkle enamel. Has convenient carrying handle. Over all height, 12⅛ in.; 11¼ in. wide; 8 in. deep at base; 1000-watt element. For any 110–120-volt current. **Listed by Underwriters' Laboratories.** With cord and plug. Shipping weight, 6 pounds.

20 V 1029 .... **$3.49**

Electric Hair Dryers

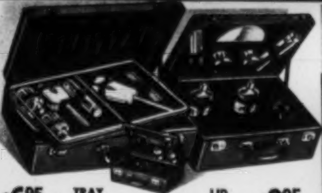
Gives plenty of warm dry air. Modern design. Enclosed motor and blower in streamlined case. **Listed as Standard by Underwriters' Laboratories.** Cord and plug attached. For 110–120 volt A.C only. Bargain priced.

20 V 1583—**CHALLENGE Table Model.** Mounted on a modern streamline stand. Shipping weight, 5 pounds **$1.98**

20 V 1582—**CHALLENGE Hand Model.** Shipping weight, 2 pounds 8 ounces **$1.69**

LUGGAGE

Most Popular Gift of All



$6.95 TRAY FITTED CASE

Regular $9.95 value! 6 blue, enameled fittings. Wood frame, covered with waterproofed fabrikoid. Gray rayon lining. 3 body pockets. Steel locks. Post handle. 21-inch size. Black color. Shpg. wt., 11 lbs.

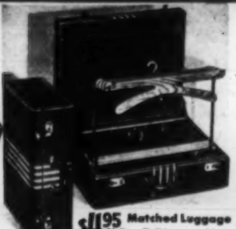
6 V 9477..........**$6.95**

Ladies' 18-In. Lid Fitted Case
6 V 9478—(small picture.) Similar to above. 5 green fittings. Shpg. wt., 8 lbs. **$4.95**

LID FITTED CASE $3.95

7 silver colored fittings in lid; mirror, comb, tooth paste tube, brush, 2 lotion bottles, 2 cream jars. Lightweight wood frame, waterproofed fabrikoid cover. 2 end pockets in body. **Leather handle.** Black rayon taffeta lining. 15-in. size. Black color. Shipping weight, 6 lbs.

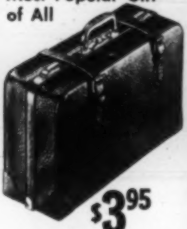
6 V 9479........**$3.95**



$4.95 O'Nite Case Matched Luggage

Full basswood box, veneer top and bottom. Solid brass locks. Rayon lining, shirred pockets in body have coil wire elastic. Covered with heavy duck, pyroxylin coated. Dark brownish grey background with interwoven contrasting red and gold stripes. Dressrobe has removable hangers which pack dresses neatly. Shpg. wts., 7 lbs. and 11 lbs.

6 V 9484—O'Nite Case. 21-in. size....**$4.95**
6 V 9485—Dressrobe Case. 21-in. size. **9.95**

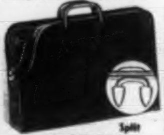


An $8.00 Value Men's Gladstone

One of the thriftiest and most appreciated "gift buys" in this book. We've specially priced this gladstone at a big saving. Exceedingly popular with men who like a big, sturdy bag which holds plenty of clothes and necessities. Big, roomy shirt fold, handy inner pocket arrangement on center divider. The heavy split cowhide will withstand years of wear. Strong steel frame. Beautiful cloth lining. Post style handle. Strong locks, nickeled on black, oxidized on dark brown. Size, 24x13x8 in.

Black or Dark Brown. State color. Shipping weight, 12 pounds.

6 V 9230......**$3.95**

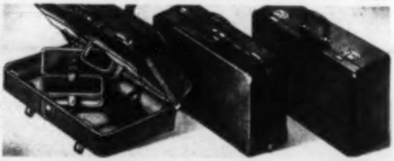


Split Cowhide Briefcase

Strapless; 3-pocket; zipper opening. Shark grained; disappearing handles; artificial leather gussets; fibre partitions. Size, 16x11 in. Black or Brown. State color. Gold initials Free! Print plainly.

12V5336—Wt. 2 lbs. 8 oz. **$1.89**

12V5337—Boar grained, top grain cowhide. Split cowhide gussets, partitions. Gold initials Free! State color. Wt., 2 lbs. 10 oz.....**$2.89**



Men's Split Cowhide Gladstone

Boar grain. Metal scuffer plates on corners. Steel frame. Non-sag metal corner supports. Washable two-tone lining. Removable utility Kit. Black or Dark Brown. State color. 24-inch size. Shipping weight, 13 pounds.

6 V 9228......... **$9.95**

Women's Gladstone

$10.00 value! Heavy split cowhide. Steel frame. Rayon lining. Size, 22x12½x6½ inches Black or Dark Brown. State color. Shipping weight, 10 pounds.

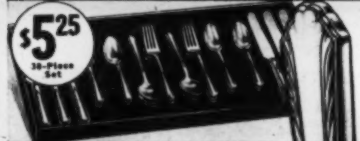
6V9201.$5.85

21-In. O'Nite Case

An ideal gift. Wood frame. Split cowhide. Rayon lining. 4 shirred pockets. Leather handle. Set-in locks. Black color. Shipping wt., 7 lbs.

6 V 9408. $3.95

NEW CUTLERY VALUES FOR CHRISTMAS GIVING



Chromium Plated Carlyle Tableware!

Guaranteed 25 years! Hollow handle knives! Mirror bright wear-resisting chromium on solid nickel silver. Will not rust or stain. Easy to keep clean. Stainless steel blades require no polishing. Set of 6 knives, 6 forks, 6 oval soup spoons, 12 teaspoons—in gift box. Save money when buying it! Save energy—no polishing needed! Save replacement cost—lasts 25 years or longer. Shpg. wt., 3 lbs. 2 oz.

9 V 9694—30-piece set......**$5.25**

98c
STA-SHARP

Golden Jubilee Shears

STA-SHARP! 24-karat gold plated handles. Nickeled steel laid blades. Finest materials and workmanship. Full length, 7 in. In gift box. Shipping weight, 6 oz.

9 V 9757..........**98c**

$2.98
12-Piece Set
MERIT STAINLESS

New Transparent Colored Handles

Choice of amethyst blue, ruby red, or emerald green in the beautiful new transparent solid bakelite handles. MERIT heavy stainless blades and oval tine forks. Mirror polished. Each set of 6 knives and 6 forks in box. Shipping weight, 1 pound 8 ounces. **State color.**

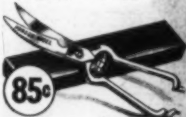
9 V 9691—12-piece set....................**$2.98**

$4.98
12-Piece Set
STA-SHARP STAINLESS

***STA-SHARP* Forged Stainless Steel**

Cutlery of this quality formerly sold at $8.00 to $10.00! But see Sears new low price! Heavy forged stainless knives and forks, mirror polished. Solid white bakelite handles. Each set of 6 knives and 6 forks in box. Shipping weight, 1 pound 14 ounces.

9 V 9651—12-piece set.................**$4.98**



Poultry or Game Shears

Forged steel, full nickel plated. One serrated edge. Bone cutter notch. Length, 9½ in. Shpg. wt., 14 oz.

9 V 9703............**85c**

9 V 9704—Stain-resisting chrome plated shear.**$1.25**

$1.69
3-Piece Set
STAINLESS STEEL

Big Value Gift Set

A real Christmas value! **Brown simulated horn handles.** 8-inch stainless steel blade, full polished. Nickel plated forged type fork with guard. Tapered sharpening steel. Nickel silver ferrules. In lined box. Take advantage of this price. Shipping weight, 2 lbs. 2 oz.

9 V 9710—3-piece set....................**$1.69**

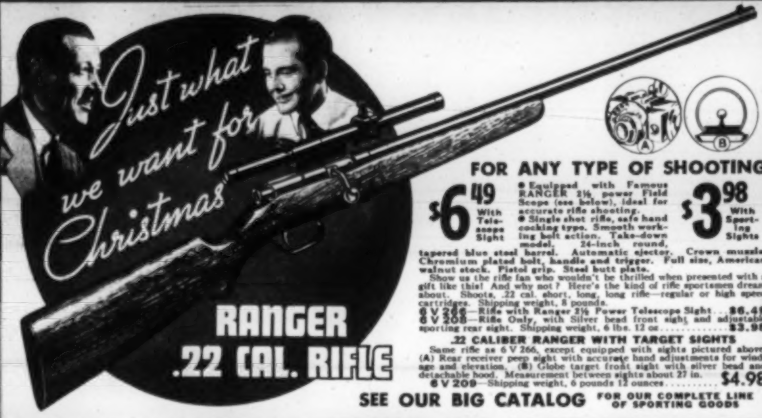
$3.89
3-Piece Set
STA-SHARP STAINLESS

***STA-SHARP* Carving Set**

Beauty and quality, priced low! **Genuine natural stag handles!** 8-in. forged stainless steel blade, and forged stainless steel fork. Mirror polished. Tempered, tapered sharpening steel. Chrome plated ferrules. Lined box. Shipping weight, 2 lbs. 2 oz.

9 V 9711—3-piece set.................**$3.89**

SEE SEARS BIG CATALOG for OTHER GIFT BARGAINS!


"Just what we want for Christmas"
RANGER .22 CAL. RIFLE
A
B

FOR ANY TYPE OF SHOOTING

$6.49 With Telescope Sight

$3.98 With Sporting Sights

● Equipped with Famous RANGER 2½ power Field Scope (see below), ideal for accurate rifle shooting.
● Single shot rifle, safe hand cocking type. Smooth working bolt action. Take-down model. 24-inch round, tapered blue steel barrel. Automatic ejector. Crown muzzle. Chromium plated bolt, handle and trigger. Full size, American walnut stock. Pistol grip. Steel butt plate.

Show us the rifle fan who wouldn't be thrilled when presented with a gift like this! And why not? Here's the kind of rifle sportsmen dream about. Shoots .22 cal. short, long, long rifle—regular or high speed cartridges. Shipping weight, 8 pounds.

6 V 266—Rifle with Ranger 2½ Power Telescope Sight... **$6.49**
6 V 208—Rifle Only, with Silver bead front sight and adjustable sporting rear sight. Shipping weight, 6 lbs. 12 oz.............. **$3.98**

.22 CALIBER RANGER WITH TARGET SIGHTS

Same rifle as 6 V 266, except equipped with sights pictured above. (A) Rear receiver peep sight with accurate hand adjustments for windage and elevation. (B) Globe target front sight with silver bead and detachable hood. Measurement between sights about 27 in.
6 V 209—Shipping weight, 6 pounds 12 ounces.......... **$4.98**

SEE OUR BIG CATALOG FOR OUR COMPLETE LINE OF SPORTING GOODS

$2.89 Pair **$3.49** Pair **$3.89** Pair

ICE SKATES . . . THE "GIFT CHOICE" OF THOUSANDS

NICKEL-PLATED STEEL

There'll be plenty of excitement about these skates—when discovered on Christmas morn! Tough, black leather, soft toe shoes. Full grain chrome tanned leather uppers. Inside webbing reinforcements. Leather insoles; felt sock and tongue lining. Nickel plated steel blades; hockey pattern. State size shoe wanted.

6 V 1072—Boys' and Men's. Full sizes only, 1 to 11. Shpg. wt., 4 lbs..... **$2.89**
6 V 1073—Girls' and Women's. Full sizes, 1 to 8. Shpg. wt., 3 lbs. 2 oz. **$2.89**

SOFT TOE HOCKEY

A pair of these will assure a "Merry Christmas" for anyone. Skates are all steel, full tubular, electrically welded construction. Aluminum finish. Tempered steel blades. Full grain black leather uppers. Two stripe of webbing. Warm felt sock lining. Leather insole. State size shoe wanted.

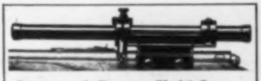
6 V 1047—Boys' and Men's. Full sizes only, 6 to 12. Shpg. wt., 4 lbs. **$3.49**
6 V 1048—Girls' and Women's. Full sizes, 4 to 9. Shpg. wt., 3 lbs. 6 oz. **$3.49**

HARD TOE HOCKEY

Nothing like a gift like this, for the budding hockey player. Patterned after professional hockey skates. Finest, diamond tested, tool steel blades to take and keep sharp edges. Cold rolled steel, electrically welded tubes. Aluminum finish. Hard box toe shoe. Full grain, black leather uppers. Web reinforcement over counter. Leather insole. Boys' and Men's full sizes, 5 to 11. State size shoe wanted. Shpg. wt., 4 lbs. 4 oz.

6 V 1068.......... **$3.89**

ORDER SKATES ONE-HALF TO FULL SIZE LARGER THAN STREET SHOES



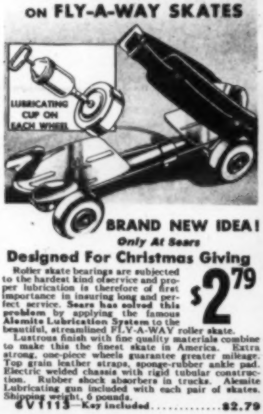
Ranger 4-Power Field Scope

$4.79

$10 value. Adjustable mount; easily removable. Sensitive micrometer screw adjustments for windage, elevation. Magnifies 4 times; 24 ft. field at 100 yds. 5 lenses define objects in clear, sharp field; adjusted for paralax; color fringes minimized. Fine crosshair reticule. Pat. applied for. Fits almost any .22 caliber rifle without cutting stock. Complete with mounts, tap, drill, instructions. State make and model of rifle.

6 V 623—Shpg. wt., 2 lbs. 8 oz....... **$4.79**
6 V 621—2½ Power Field Scope. Same but magnifies 2½ times. Flat top post reticule..... **$2.98**

ALEMITE LUBRICATING SYSTEM ON FLY-A-WAY SKATES


LUBRICATING CUP ON EACH WHEEL

BRAND NEW IDEA!
Only At Sears

Designed For Christmas Giving

$2.79

Roller skate bearings are subjected to the hardest kind of service and proper lubrication is therefore of first importance in insuring long and perfect service. **Sears has solved this problem by applying the famous Alemite Lubrication System to the** beautiful, streamlined FLY-A-WAY roller skate.

Lustrous finish with fine quality materials combine to make this the finest skate in America. Extra strong, one-piece wheels guarantee greater mileage. Top grain leather straps, sponge-rubber ankle pad. Electric welded chassis with rigid tubular construction. Rubber shock absorbers in trucks. Alemite Lubricating gun included with each pair of skates. Shipping weight, 6 pounds.

6V1113—Key included................ **$2.79**

FOOTBALL

$1.69 Gift for boys! Pebbled grain cowhide leather. Double cemented canvas lining. Double leather laced effect. Valve bladder. Official size and weight. Shpg. wt., 1 lb. 9 oz.
6V2413 . **$1.69**

ACADEMY BASKETBALL

$2.29 Boy! Oh Boy! What a dandy Christmas present this is. Best selection of pebble grained split cowhide leather. Double canvas lined. Double leather laced effect. 4-piece pattern. Valve bladder. Shipping wt., 1 lb. 12 oz.
6 V 1810 . **$2.29**

AMERICAN MADE
MAZDAS

3 DIFFERENT STYLES

Buy the correct bulbs for replacement.

15-Volt Mazda Bulbs for Series Sets

Series sets have 8, 15-volt bulbs, making unit of 110 to 120 volts. Comparable sets to 49V6567, 49V6585, 49V6555.

Cat. No.	Colors	Shpg. Wt.	
49 V 6588—	3 Assorted	6 oz.	14c
49 V 6591—	10 Assorted	11 oz.	43c
49 V 6587—	10 All Blue	11 oz.	43c

Imported 15-Volt Bulbs for Series Sets

49 V 6589—6 bulbs. Shpg. wt., 6 oz. 10c

110 to 120 Volt Mazdas for Indoor Sets

Fits Candelabra size base. Bulbs burn independently. Use with comparable sets to Cat. Nos. 49 V 6569, 49 V 6568.

Cat. No.	Colors	Shpg. Wt.	
49 V 6579—	3 Assorted	5 oz.	29c
49 V 6566—	10 Assorted	12 oz.	89c
49 V 6575—	10 All Blue	12 oz.	89c

110 to 120 Volt Mazda Lamps for Outdoor Sets—Intermediate Base—Inside Colored

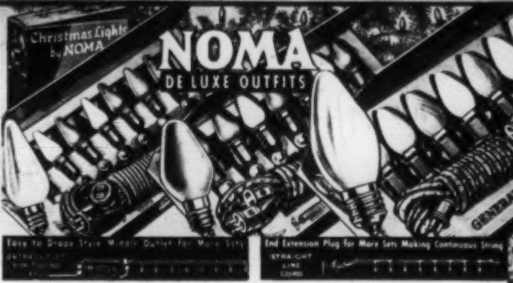
Weatherproof bulbs. Use with comparable sets to Cat. Nos. 49V6564, 49V6556.

Cat. No.	Colors	Shpg. Wt.	
49 V 6595—	3 Assorted	5 oz.	29c
49 V 6597—	10 Assorted	12 oz.	94c
49 V 6594—	10 All Blue	12 oz.	94c

110 to 120-Volt Imported Outdoor Bulbs

49 V 6543—Shpg. wt., 5 oz. 3 for 14c

49 V 6598—110-120-volt Pin Type Tap Flasher. Fits in light socket. Shpg. wt., 3 oz. 9c


Christmas Lights by NOMA
NOMA
DE LUXE OUTFITS
GENERAL
Easy to Drape Style Middle Outlet for More Sets
End Extension Plug for More Sets Making Continuous String
STRAIGHT LINE CORD

With Mazda BULBS—Listed by UNDERWRITERS' LABORATORIES

At Sears Savings, only a few cents more will buy the famous Noma De Luxe light outfits, the finest money can buy. They will give you many more years of service than ordinary sets. Noma sets have American made G. E. or Westinghouse Mazda bulbs that give longer life, burn brighter and are most economical. All indoor sets have red enameled berry beads of wood to hold the sockets firmly in place in any position. The cord is extra heavy quality. Will outlast ordinary cord. The De Luxe Outdoor Set is entirely weather-proof and has patented sockets with spring inside that prevent lights from coming loose.

Festoon Style Set 8-15 Volt Bulbs 79c

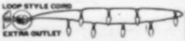
90c value. Indoor set. Middle connector for additional outfits. Extra outlet. Wood beads. (See insert). Rayon cord. Shpg. wt., 14 oz.

49 V 6567..........79c

7 Mazda Bulb Set Burn Separately $1.29

$1.50 value. If one bulb burns out, others stay lit. Each bulb 110 volt. Base and end plugs. Wood beads. (See insert). Shpg. wt., 14 oz.

49 V 6569..........$1.29



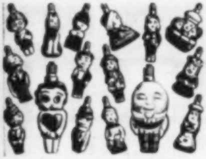
Mazda Set—78c Value

49 V 6585—Sockets on loop cord (see left). Beads. 8-15 Volt bulbs. Shpg. wt., 12 oz.... 59c

Weatherproof Outdoor Set $1.39

$1.65 Value. 7 Mazda bulbs, each 110–120 volt, burn independently (usual lights 15 volts). Festoon style for outdoors or indoors. Base plug, also end extension plug for adding as many as five sets. Spring sockets, bulbs can't drop out (see insert). Weatherproof cord. Shpg. wt., 1 lb. 10 oz.

49 V 6564..........$1.39



CARTOON OR MOTHER GOOSE BULBS

Eight fancy figured lamps. Fun for the kiddies to hunt for these popular bulbs when lighted and perched all over the tree. They are 15 volt, imported bulbs for any series wired outfit.

8 Cartoon Bulbs

Betty Boop, Orphan Annie, Dick Tracy, Moon Mullins, Kayo and 3 others.

49 V 6592

Shpg. wt., 12 oz.........39c

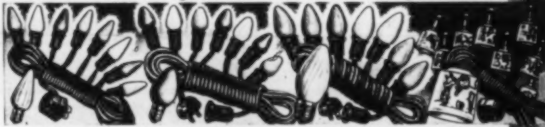
8 Mother Goose Bulbs

Mother Goose, Old King Cole, Queen of Hearts, Little Boy Blue, Humpty Dumpty, 3 others.

49 V 6593

Shpg. wt., 12 oz.........39c

REAL-LITE Popular Priced Quality Outfits



LISTED BY UNDERWRITERS' LABORATORIES FOR 110 TO 120-VOLT CURRENT

Loop Style Set 8 Mazda Bulbs

New low price. Series outfit with 8-15 Volt American bulbs. Rayon cord forms loop. Tri-plug for more sets. Shpg. wt., 14 oz.

49 V 6555... 49c

Loop style, 8-15 volt imported bulbs. New low price. Cap plug only. (Not shown.) Shpg. wt., 12 oz.

49 V 6590.....25c

7 Independently Burning Bulb Set

Sears Bargain. No hunting for burned out bulbs. Each Mazda bulb 110 to 120-volt. When one burns out other 6 stay lit. Cord with end plug for adding more sets, which makes continuous string from base plug. Shpg. wt., 1 lb.

49 V 6568. $1.00

New Low Price Mazda Outdoor Set

Weatherproof. Seven, 110-volt, Mazda bulbs burn independently. Base plug, extension plug for more sets. Wt., 1 lb. 6 oz.

49 V 6556. $1.00

Big Value. Similar to above, but 7, 110-volt imported bulbs. Shpg. wt., 1 lb. 8 oz.

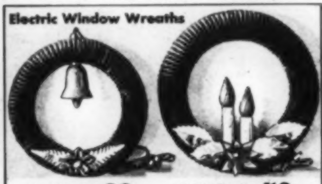
49 V 6558... 69c

New 8 Light Silly Symphony Set

Noma quality. With shades picturing Walt Disney's 3 Little Pigs—Big Bad Wolf, etc. in colors. Sliding beads. Rayon covered cord. Tri-plug for adding more sets. 8 15-volt Mazda bulbs; series wired, loop style. Shpg. wt., 1 lb. 2 oz.

49 V 6557. $1.00

Electric Window Wreaths



9-In. Wreath Silk Chenille 29c

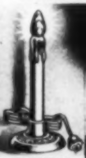
Now with new composition red colored bell and 110 volt imported bulb. 2 silver color foil leaves with floral decoration. Rubber covered cord with plug for 110 to 120 volt current. Shpg. wt., 8 oz.

49 V 4852......29c

11½-In. 2-Candle—Silk Chenille 49c

2 candle-style electric lights. Trimmed with large poinsettia, 2 silver color leaf sprays. About 3½ foot rubber covered cord and plug for any 110 to 120 volt house current. Shipping weight, 1 pound 6 ounces.

49 V 4851........49c

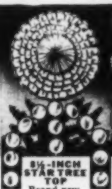


ELECTRIC YULE CANDLE

Height including bulb about 11 in. Use on any 110 to 120 volt house current. Red and green. Imitation candle drips.

49 V 6581

Shpg. wt., 1 lb. 5 oz. 33c

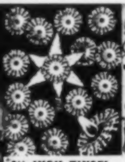


8½-INCH STAR TREE TOP

Brand new, 8½ inch crystal-like star of various layers of colorful tinfoil with 3 blinker chains. Most beautiful tree top we have ever offered; low priced, too.

49 V 6510

Shipping wt., 5 ounces......21c

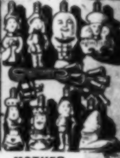


9½-INCH TINSEL TREE STAR 15 REFLECTORS

Heavy cardboard 3½-inch diameter reflectors, metallic finish, paper covered. Glittering tinsel tree star, reflector in center.

49 V 6603

Shpg. wt., 7 oz...27c

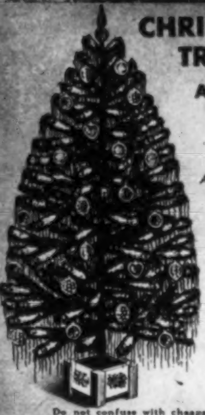


MOTHER GOOSE SET

8-15 volt imported bulbs. 110-volt Loop style, American made cord. Tri-plug.

49 V 6533

Shpg. wt., 12 oz.....59c



CHRISTMAS TREES

ARTIFICIAL LIFELIKE

•

Finest Quality American Made

•

WILL LAST A LIFETIME

•

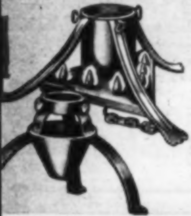
Fold Up and Put Away

21-INCH

21c

Do not confuse with cheaper, imported trees which have unnatural appearing, lighter green tips. Do not shed needles . . . Always look fresh . . . Natural green color, full round branches, red berry on tip . . . Decorated wood tree holder on large sizes, plain holder on first 2 sizes. Always present a balanced appearance. No more large empty spaces or lopsided trees to worry about. **Trimmings not included.**

Catalog Number	Height	Largest Width	Branches	Large-Side	Shpg. Wt.	Price Each
49 V 6681	21-in.	12-in.	18		13 oz.	$0.21
49 V 6682	30-in.	16-in.	25	6	1 lb. 2 oz.	.39
79 V 6683	41-in.	20-in.	36	12	2 lbs.	.73
79 V 6684	54-in.	24-in.	48	30	4 lbs.	1.35
79 V 6685	66-in.	28-in.	62	69	6 lbs.	2.48
79 V 6686	72-in.	36-in.	75	102	7 lbs.	3.59



Electric Tree Stand

$3.00 Value. 18 in. in diam. Colored steel. Adjustable for small, large trees. **2 qt. water well in center** with Christmas scene. **8, 15 Volt Mazda lamps.** Outlet for tree lights, etc. Shpg. wt., 6 lbs.

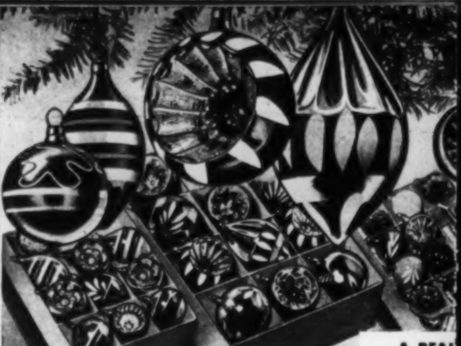
79 V 6596..$2.39

Tree Stands— Water Pan

All steel, green enamel. Thumb screws hold trees straight; **2 sizes.**

49 V 6565—For tree trunks up to 3½ in. diam. Shpg. wt., 4 lbs. 2 oz........ **83c**

49 V 6559—For tree trunks up to 2¼ in. diam. Shpg. wt., 1 lb. 12 oz........ **44c**



All Are Carefully Hand Painted by Experts

12 POPULAR SIZE 35c

Average size 1⅝ inches. Six flashing reflectors, three balls, also three 2¼-in. oval shaped ornaments to fill up the bigger gaps. These popular size glass ornaments make your tree sparkle with color and life. Made in Germany. Shipping weight, 6 ounces.

49V6602—Box of 12 35c

12 JUMBO SIZE 63c

Average Size 2½ In. Six expensive reflectors. Glass ornaments unparalleled for workmanship, rich color and designs. Finest we have seen! Blend perfectly with other tree decorations. 2 top-shape ornaments; assorted balls and ovals. Ovals over 3 in. Made in Germany. Shipping weight, 11 ounces.

49 V 6605—Box of 12..63c

A REAL

22

Average size
21 hand paint-
one hand pai
shape reflecto
sparkling reflec
ored centers; b
acorns, grape
your tree alive
Lustrous reds,
blues and many
a small Chris
Made in Gern

49V6641—

Santa Claus Outfit

$2.98

Cotton Flannel—NOT Just Cambric

Nothing makes the little folks happier on Christmas Day. Be a jolly Santa in this stiff waxed cloth mask with white wooly beard, tufts and eyebrows; 2-piece red cotton flannel suit, (not just cambric) and shiny black patent leather puttees. Fits average size person. Shipping wt., 2 lbs. 10 oz.

49 V 6618
$2.98

Santa Claus Mask

Big Value! 49c

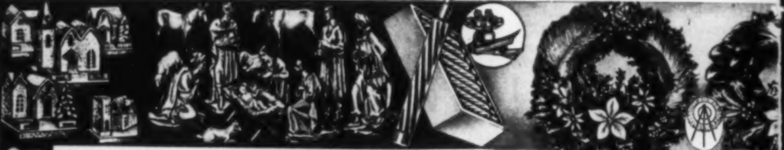
Won't the kiddies have a time! The happiest expression ever on this waxed cloth mask. Just like jolly old Santa's face. White wooly beard, tufts, and eyebrows. Red cotton duvetyn hood. Shpg. wt., 8 oz.

49 V 6507—Ea. **49c**

36 Icicles

5½ in. long. Silver Plated, giving a mirror like finish. 36 brilliant sparkles of light and shadows. Shipping weight, 7 ounces.

49 V 6503
36 Icicles....25c



Christmas Village 59c

8 cardboard houses. Snow effect roofs. Fill with candy or insert tree light bulbs. **Average size, 4½x3⅝x3 in. Imported. Shpg. wt., 2 lbs.**

49V6638..59c

Religious Sets of 12 Composition Figures 98c And Up

Fine quality manger set complete with Christ Child in crib, Mary, Joseph, Three Wise Men, Shepherd, animals. Largest set illustrated. Smaller sets vary in position of figures. Imitation grass included. Made in Germany.

Cat. No.	Tallest Fig.	Shpg. Wt.	Price
49V6675	4⅝-in.	1 lb. 10 oz.	$0.98
49V6676	5½-in.	2 lbs. 2 oz.	1.98
79V6677	6½-in.	4 lbs.	2.98
79V6678	8⅛-in.	6 lbs.	4.98

96-3¼-In. Candles 25c

Odorless, almost dripless. Assorted colors. Shpg. wt., 1 lb. 2 oz.

49 V 6586—96 for..25c

Candle Holders

(See insert) Ball socket. Just clip to branch and adjust. Made in Germany. Shipping weight, 6 ounces.

49 V 6537—12 for. 19c

20-Inch Christmas Wreath—$2.00 Value $1.49

Oak leaf and ruscus background beautifully tinted in rich silver and red color bronzes. **Easel stand.** Full center has 1 large, 2 smaller poinsettias, on beautifully bronzed tinted ruscus and thistles; **2 large cycas sprays,** green and silver color. Shipping weight, 4 pounds.

79 V 4895..........$1.49

16-In. Mag
Wreat

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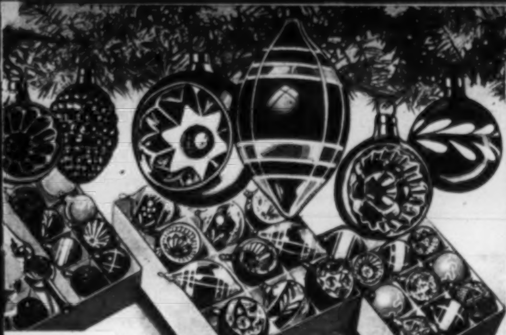
79 V



BARGAIN

ICE
T **49c**

½ in. in diameter.
d glass ornaments,
ted, 6-inch spear-
tree top. Rich,
tors with multi-col-
lls and fancy shaped
lusters, etc. Make
with fiery sparkle.
yellows, deep rich
other colors. Trims
mas tree complete.
y. Shpg. wt., 1 lb. 2 oz.

Ornaments. . 49c

Which Makes Them Amazingly Rich..Beautiful

12 LARGE SIZE 47c

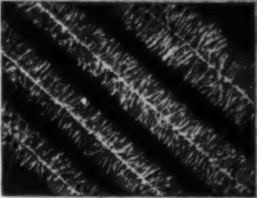
Average size, 2½ inches. 6 are multi-colored reflectors. Includes two 3-inch oval shaped ornaments. A well balanced splash of color for your Christmas tree. Rich blues, bright reds, yellows and greens. Truly a beautiful selection of glass ornaments. Made in Germany. Shipping weight, 8 ounces.

49 V 6604—Box of 12. . . . 47c

12 FOR SMALL TREES 25c

Average size 1½ inches. A glittering array of assorted styles and colors. Glass ornaments carefully selected by us for the small Christmas tree. 3 colorful reflectors. 2 beautiful acorn shaped ornaments. Assorted decorated balls. Made in Germany. Shipping weight, 4 ounces.

49V6601—Box of 12. . 25



TINSEL GARLANDS SILVER PLATED

SAVE ⅓ AT SEARS

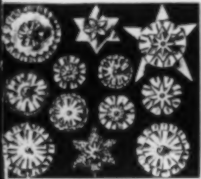
We believe these garlands to be the richest and most decorative ever offered. Laboratory tests the quality so you get only the best. Silver plated over copper. Don't be misled by cheaper prices! We specify extra weight of tinsel per foot for our thick pile De Luxe quality, which makes extra sparkle. No tree is complete without these fiery, twinkling, garlands that reflect the faintest light rays. At these low prices, buy a fresh supply. Shpg. wt., 5 oz.

49 V 6574 ½-In. Tinsel	45-ft. . . 19c
49 V 6580 ¾-In. Tinsel	30-ft. . . 19c
49 V 6583 1-In. Tinsel	24-ft. . . 19c
49 V 6584 1½-In. Tinsel	18-ft. . . 19c

250 Ornament Hangers

Easy way to attach ornaments. Nickel plated wire. 2 boxes, 125 hangers, each.

49 V 6544 — 250 Hangers. Shipping weight, 8 ounces. . **10c**



12 Brand New Ornaments

43c

Unbreakable metal foil and the prettiest ever! 2 to 3 layers; mirror like finish, assorted colors. Made to last many years; will retain luster, color and finish indefinitely. 12 ornaments, some have tinsel decorations; one is a tinsel star. Various sizes, 2⅝ to 5½ inches in diameter. Shipping weight, 6 ounces.

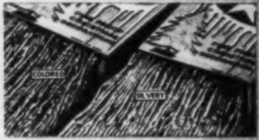
49 V 6532—12 Ornaments. .43c

17 Unbreakable Colorful Blinkers

29c

Many new de luxe embossed Blinkers which give a beautiful sparkling effect. 6 leaf, colorful blinkers with several layers of foil sewed in center. They twist and twirl with the slightest breath of air—a fairyland atmosphere of dancing, colorful shadows. Fasten on tree, windows, doors. Fancy shapes, stars, balls, bells, butterfly, etc. Assorted sizes, 2 to 4½ in. in diam. A 10-ft. chain of single foil discs. Shipping weight, 2 ounces.

49 V 6527—17 Blinkers. 29c



Fireproof Tin Foil Icicles

Colored or silvery strands about 24 in. long. Our Laboratory tests these to assure rich, lustrous icicles each year. Each strand has wavy appearance that helps create a Christmasy feeling. At our record low price you can afford several boxes. Strands on card to prevent tangling. 3 oz. of icicles in colorful Christmas box; about 9½x6 in. Shpg. wt., box, 5 oz.; 3 boxes, 14 oz.

Assorted Colors	Silver Color
49V6588—Box. 10c	49V6589—Box. 8c
3 boxes for. . . . 27c	3 Boxes for. . . . 21c

alie **98c**

! Only Sears
value like
beautiful
small poin-
and silver
Ruscus
Complete
for come-
g weight,

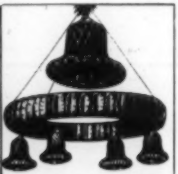
. . . . . 98c

180 Feet 1¹⁄₁₆ In. Japanese Roping 20c

We pay extra to get this full round, fluffy fiber, machine made roping; the best quality known for thickness, texture and color. Fine for room decorations. 180-foot bundle. Imported. Shpg. wt., 1 lb. 2 oz.

Bright Red Roping
49V4833—180 feet for. . . 20c

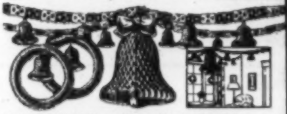
Bright Green Roping
49V4835—180-ft. for. . . . 20c



23 In. Hanging Decoration 21c

Honeycomb tissue paper wreath, 19 in. in diameter. Red and green colors; folds flat. One 9 in. diam. and four 4-in. diam. tissue bells. Folds flat. Shpg. wt., 5 oz.

49 V 4867. . . . . 21c



15-Pc. Red and Green Room Decoration Set

Four 10-foot garlands, about 4⅝ in. sq.; 13-in. bell, eight 5-in. bells. Honeycomb close mesh tissue paper. Two 11½-in. window wreaths with bell.

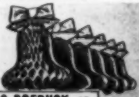
49 V 4809—Complete. Shpg. wt., 14 oz. **39c**

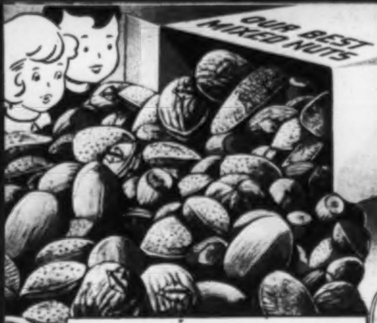
Popular Merry Christmas Bells 19c

Decorate your home with red, close mesh honeycomb tissue paper bells. Merry Christmas band printed on cardboard. Shpg. wt., 7 oz.

49 V 4820—12 bells, 5⅝ in. high overall. . . 19c

49V4825
6 bells, 9½ in. high. 19c





3 Pounds Extra Special Fresh Mixed Nuts 77c

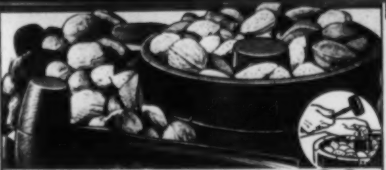
The cream of the crop. Top quality at bottom prices . . . an unbeatable value! These new crop 1936 nuts are so delicious they'll make your mouth water for more . . . more . . . more. Large, creamy, washed Brite Brazils. 1936 Diamond Brand California walnuts, softshell IXL almonds, sweet selected Naples filberts and fancy Georgia paper shell pecans. Truly a fine assortment of sweet crisp nuts . . . and at our special Christmas price a triumph in value. Shpg. wt., 3 lbs. 6 oz.

8 V 7919 .... 3 Pound Box Mixed Nuts 77c

Popular Priced Mixture

This quality sold by many candy shops, grocery stores and others as their best. New 1936 crop Brazil nuts, almonds, pecans, filberts and California walnuts. A fine assortment differing from the selection as listed above in that the nuts are not quite as large. Shipping weight, 3 lbs. 6 oz.

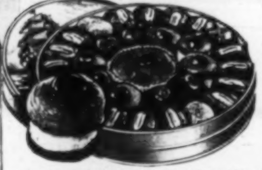
8 V 7938 .... 3 Pound Box Mixed Nuts 67c



2 Pounds Rich, Crisp Mixed Nuts and Wood Nut Bowl with Mallet 89c

Fine quality New 1936 crop of selected mixed nuts together with attractive wood nut bowl and mallet for cracking nuts. Brazil nuts, almonds, pecans, filberts, and California walnuts . . . all fresh, crisp and delicious. Nut bowl has platform in center, to place nuts on when cracking.

8 V 7904—2 Pounds Nuts and Nut Bowl. Shpg. wt., 3 lbs. 9 oz... 89c



Assorted Candied Fruit

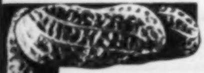
2 Pounds for 89c

In Decorated Tin

The appreciated gift! Choice assortment of delicious imported and domestic candied and glazed fruit. Fresh stuffed dates and prunes, figs, pineapple slice, cherries and luscious marshmallow apricot sandwiches topped with candied cherries. Packed in decorated round metal box which will have many uses. A wonderful gift item at a rock bottom price.

8 V 8226—Shipping weight, 2 pounds 8 ounces.... 2 Pounds for 89c

GEE! ... I HOPE THEY ORDER A LOT FOR CHRISTMAS!



Fresh Roasted Peanuts in Shell

Everyone, young and old, enjoys fresh roasted peanuts. These are all large size Virginia peanuts, hand picked, carefully and scientifically roasted to bring out the fine delicious, rich nut flavor. You save money too, when you buy the extra large peanuts at Sears. Shipping wts., 2 lbs. 6 oz. and 5 lbs. 8 oz.

8 V 8737

2 Pound Bag for only 25c

8 V 8738

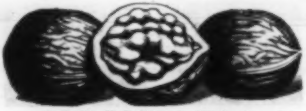
5 Pound Bag for only 59c

Mixed Salted Nut Meats

A fine mixture of high grade, roasted and salted Brazil nuts, cashews, almonds and pecans. Fresh, crisp, delicious and priced low. No peanuts used. In cellophane bag to keep them fresh and tasty. Shipping wt., 1 pound 6 ounces.

8 V 8701

1 Pound Bag for only 59c



Soft Shell California Walnuts

Rich, crisp and crunchy—the very cream of the 1936 crop of California Walnuts. We especially recommend the Diamond Brand as they are the finest walnuts obtainable. Priced low to compete with less expensive quality.

Diamond Brand

Nationally advertised, large extra fancy. A fine value. Shpg. wts., 1 lb. 4 oz. and 5 lbs. 8 oz.

8 V 7915 1 Lb. Bag 27c

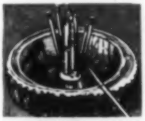
8 V 7900—5 lb. bag $1.27

Good Quality

Medium sized, tender and sweet. A very good buy. Shpg. wts., 2 lbs. 6 oz. and 5 lbs. 8 oz.

8 V 7902 2 Lb. Bag 39c

8 V 7903—5 lb. bag .89c

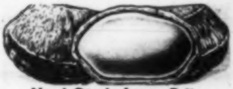


95c Nut Bowl and Picks

A practical gift that everyone in the home can use. Wood bowl with natural bark finish outside. Inside is smooth and varnished.

Complete with cracker and six picks. Size of bowl, about 6⅝ inches in diameter. Shipping weight, 2 lbs. 10 oz.

8 V 9786 .... 95c



No. 1 Grade Large Brite Brazil Nuts

Unusual value! Guaranteed new crop Brazils, hand-picked, washed, and bleached—the easy-to-crack kind with large, sweet meats.

Shipping weight, 1 lb. 4 oz.
8 V 7906 .... 1 Pound Bag 22c

Shipping weight, 5 lbs. 8 oz.
8 V 7901 .... 5 Pound Bag $1.00

1936 Crop Georgia Pecans

Paper Shell Stuart Pecans

Extra large, with washed thin shells. Shipping weight, 1 lb. 4 oz.

8 V 7914 .... 1 Pound Bag 29c

Georgia Cracker Pecans

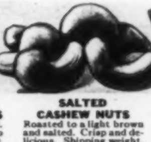
Medium size nuts with thin shells. Shipping weight, 1 lb. 4 oz.

8 V 7934 .... 1 Pound Bag 19c

SALTED SPANISH PEANUTS

Newcrop, fresh roasted. You just won't be able to stop eating them. Shpg. wt., 2 lbs. 4 oz.

8 V 7907. 2 Lb. Bag 25c



SALTED CASHEW NUTS

Roasted to a light brown and salted. Crisp and delicious. Shipping weight, 1 lb. 6 oz.

8 V 8700. 1 Lb. Bag 49c

IXL PAPER SHELL ALMONDS

New crop extra fancy, fine flavored and nutritious. Shipping weight, 1 lb. 4 oz.

8 V 7918.. 1 Lb. Bag 39c

NEW CROP NAPLES FILBERTS

Sweet and full of flavor. Fine for baking and candy-making. Shpg. wt., 1 lb. 4 oz.

8 V 7905. 1 Lb. Bag 22c

5 Pound Box of Pure Fresh Delicious Chocolates 98c

You'll make no mistake in buying this excellent selection of good quality chocolates. Every piece as Pure, Wholesome and Fresh as if made in your own kitchen. Fruit flavored creams, clusters, chewy caramels and nougats, coated with smooth dark vanilla chocolate. Delicious, appetizing, of a quality you would never dream of getting at this price. In attractive Christmas designed box. Order several boxes for the family or for use as gifts. Shpg. wt., 6 lbs.

8 V 8002.............................5 Pound Box for only 98c

JUBILEE
Christmas
SPECIAL

5 Pound Chocolate, Nut and Fruit Assortment $1.79

Our Golden Jubilee Candy Triumph

The Taste Hit of the Year! Here is the offer we have been waiting all year to present. It is one of the outstanding values of our Jubilee. You'd just never imagine it possible to offer 5 pounds of such supreme quality chocolates at so low a price. We selected this assortment with painstaking care so that every piece should be perfect. You'll find an enticing and thrilling selection of crispy almonds, Brazil nuts, filbert and pecan clusters, cordial cherries, pineapple and many others just as tasty. All heavily coated in smooth rich milk and dark vanilla chocolate. An ideal gift or a perfect package to have at home for all to enjoy. Shpg. wt., 6 lbs.

8 V 8010.........5 Pound Box for only $1.79

Tasty Buttercreams for Christmas

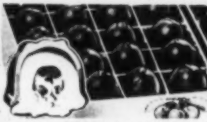
Surprise the kiddies! Include some of these pure, wholesome buttercreams in their Christmas stockings. They will be delighted with the many appealing shapes, and the large variety of tasty flavors and pleasing colors in this assortment. Shpg. wts., 1 lb. 5 oz., and 2 lbs. 10 oz.

8 V 7916 1 Pound Bag for only 19c | **8 V 7917** 2 Pound Box for only 37c

Chocolate Covered Nuts and Fruit

If you're looking for a real taste thrill, or want a gift that will make the best impression on your Christmas Day hostess, you'll buy this supreme quality nut and fruit assortment. Same selection as described above at right in smaller gift boxes. Shpg. wts., 1 lb. 8 oz., and 2 lbs. 12 oz.

8 V 8019 1 Pound Box for only 49c | **8 V 8020** 2 Pound Box for only 89c



Chocolate Coated Cherries

Luscious cherries in rich cream heavily covered with dark vanilla chocolate. Shipping weight, each, 1 lb. 8 oz.

8 V 8056—1-pound Box........33c

Bargain Price Cherries
8 V 7929—1-pound Box........23c

Quality Chocolates Priced Low

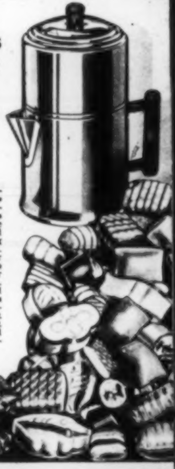
Full flowing creams, nougats and caramels coated with light and dark chocolate. In attractive box. Shipping weights, 3 pounds and 1 pound 8 ounces.

8 V 7925 2½-lb. Box 55c **8 V 7933** 1-lb. Box..23c

2 Pounds Christmas Hard Candy

With Aluminum Clear Drip Coffee Maker

89c



Two gifts in one! Modern aluminum clear drip coffee maker with a colorful assortment of delicious hard candy. This 6-cup coffee maker has a gleaming polished finish, a wide quick heating bottom, and is easy to wash. Coffee basket is graduated for easy measuring, requires no filter papers and makes clear uniform coffee free of grounds. Top cover fits upper and lower vessel. Candy includes all your old favorites—raspberry, pillows, waffles, cut rock, etc. Every piece is not only delicious but pure and wholesome as it can be. Shipping wt., 3 lbs. 8 oz.

8 V 7924
2 Lbs. Candy and Coffee Maker... 89c

Filled and Hard Holiday Candy

You will find a large variety of shapes, flavors and bright colors. Order plenty for the Kiddies' stockings as well as for the grown ups. Shipping weights 5 pounds 8 ounces and 2 pounds 4 ounces.

8 V 7930 5 Pound Bag for only 67c | **8 V 7926** 2 Pound Bag for only 29c

Big Value Holiday Hard Candy

Less than 12½c a pound. Pure wholesome and fresh. Delicious fruit-flavored hard candies for filling Christmas boxes and stockings. Bright colors and varied shapes and flavors. Shipping weights, 3 lbs. 6 oz. and 5 lbs. 8 oz.

8 V 7921 3 Pound Bag for only 37c | **8 V 7922** 5 Pound Bag for only 57c

CHURCHES—SCHOOLS—LODGES!

Holiday Candy and Boxes At Special Low Prices

Your choice of hard candy, chocolate drops, and Christmas mixture in large cartons (approximately 30 lbs. each) for repacking. Also attractive empty holiday candy boxes. **Write for price list 8699V.**

Empty Holiday Candy Boxes

Gay-colored one-half pound size folding boxes. Simply fill them with delicious candy from any of our assortments. Fine for churches, lodges, schools or for hanging on Christmas trees. Shpg. wts., 12, 8 oz.; 50, 2 lbs. 4 oz.; 100, 3 lbs. 11 oz.

8 V 8623 12 Boxes.....10c | **8 V 8625** 50 Boxes.....37c
8 V 8624 100 Boxes..67c

THE GREATEST GIFT OF ALL

NEW HAPPINESS for YOUR HOME *EVERYONE* in it will benefit if you buy one of these marvelously improved Silvertone Radios for Christmas. It will bring to your home the World's Greatest Entertainment, Latest News, Educational Features, More Stations, More Programs in a *NEW* and *BETTER* Way . . . and you will enjoy it for many years to come.

The Very NEWEST in POWERFUL

ONE BATTERY RADIOS

Guaranteed Foreign Reception . . . Weather Band

YOU SAVE 30% to 40% at Sears on these NEW Type Radios. **SEARS GUARANTEE** these New Silvertones to be the **BEST ONE BATTERY** Radios you can buy anywhere near our prices. Sears engineers have developed Advanced Features that make these radios **OUTPERFORM** the 8 and 10 tube battery sets of just a short time ago. Newly developed battery type dynamic speaker. New low drain 6-volt tubes save battery current. Low cost operation.

NEW POWER UNIT

Does Away with "B" and "C" Batteries

Only One Storage Battery Needed

- **8-Tube Performance** from 6 New Super Silvertone Low Drain, Octal Base Tubes, (1-Dual Purpose) and Synchronous Vibrator Power Supply which saves one tube.
- **3-Tuning Bands.** All American Broadcast, 545 to 1720 K.C., Foreign Reception 5.6 to 17.5 M.C. Weather Band, 220 to 400 K.C.
- **Improved Superheterodyne Circuit.**
- **Automatic Volume Control. Continuously Variable Tone Control . . . Knobs Marked.**
- **Slow Speed Tuning Control.** Ratio, 17 to 1.
- **Illuminated Dial.** Gold Colored 4-inch metal.
- NEW Permanent Magnet Type **DYNAMIC SPEAKER** provides rich, clear, full tone reproduction, comparable to electric sets.
- **LOW COST OPERATION.** When used with either the generator charger or complete Gas-O-Power Plant described below, the upkeep cost will be only a few cents per month.
- Also, **IDEAL for AUTO TRAILERS or BOATS** where 6-volt current is available.
- **15-Day "NO-RISK" Home Test.** Accept this offer explained on next page.
- **6-VOLT BATTERY.** Long life, 21 Plate, high capacity, furnishes all current.
- **EASY PAYMENTS.** Now, there is no need for anyone to be without real up-to-the-minute radio. You may purchase either of these radios on easy payments, a small amount down and a few dollars a month. Take full advantage of the marvelous talent, educational features, wonderful music now being broadcast . . . and you'll enjoy all programs more with one of these Silvertones.

$47.95 CASH

$5 Down

6-TUBE

Console Model

GRACEFUL DESIGN . . . Sparkling Beauty . . . a Console Cabinet with all the features described at right, for less than usually asked for table models. Inclined instrument panel is exquisitely grained walnut veneer, 5-bar grille, fluted side pilasters, all with lustrous walnut finish. Size, 21⅝x12½x36 in. high. With 6 Silvertone Low Drain Tubes and High Capacity 6-volt storage battery. 8-inch Battery Type Dynamic Speaker. For Easy Terms see Our Big General Catalog. **Not Mailable.** Shpg. wt., 106 lbs.

57 VM 4453—Cash Price. **$47.95**

6-TUBE

Table Model

$39.95 CASH

$4 Down

Distinctive low rectangular type cabinet that is so popular now. Lustrous quarter walnut veneer front panel. Exceptionally attractive. Will add to the appearance of any room. With 6-inch newest battery type dynamic speaker. Has all features described at right. Size, 10½x16⅝x8⅝ inches deep. Complete with 6 newest Super Silvertone tubes and high capacity 6-volt storage battery.

For Easy Terms, see our Big General Catalog. **Not Mailable.** Shipping weight, 80 pounds.

57 VM 4433—Cash Price....... **$39.95**

57 V 5550—Aerial for either of above sets. Shpg. wt., 2 lbs....................... **59c**

Our LOWEST PRICED ONE BATTERY Radio

Foreign and American Reception

$29.95 CASH

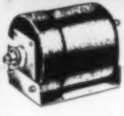
$3 Down

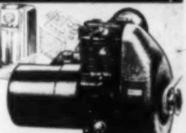
Exceptionally Low Operating Cost. 4 new low drain tubes . . . giving performance of most 6 tube sets. **Latest Superheterodyne Circuit . . . 6-inch Battery Type DYNAMIC Speaker . . . 4-inch Illuminated Dial . . . Automatic Volume Control . . . 2-Tuning Bands . . . Gets American Broadcasts, Police, Amateur and Airplane calls and Foreign programs. Tuning Ranges.** 550 to 1720 K.C.; and 2.1 to 7 M.C. Size, 11½x13x8⅝ in. deep. "Rollover" front of contrasting shaded walnut veneer and top speaker grille. Complete with 4 tubes and 6-volt storage battery. For Easy Terms see our Big General Catalog. **Not Mailable.** Shpg. wt., 69 lbs.

57 VM 4434—Cash........................ **$29.95**

57 V 5550 Aerial. Shpg. wt., 2 lbs......... **59c**

CHARGE YOUR OWN RADIO BATTERY—*Economically*





GAS-O-POWER Battery Charger and Electric Light Plant

Generator Only $11.95

$37.50 CASH Complete Outfit

Every home without electricity should have this marvelous DUAL POWER PLANT. It furnishes Electric Current for economically CHARGING 6-volt or 2-volt BATTERIES for Radios and Autos; or will operate six 25-watt light bulbs or their equivalent. Gasoline Engine furnishes Power from 2-inch "V" Belt Pulley for running a Washing Machine, Churn, Saw, Drill Press, Water Pump, Emery Wheel and Power Tools of all kinds. The Gas Engine is a dandy ⅝ horsepower, 4-cycle, air cooled, with **150 watt, 6-volt D.C. Generator** connected direct. Engine runs 12 hours under full load on a gallon of gasoline. **MEN** . . . now you can have a real machine shop of your own and also furnish power to make the women's work easier, too. **Generator** has automatic cut-out relay and terminals for connecting battery leads. (Leads not included.) Generator when purchased separately has three inch "V" Belt Pulley and can be operated by Briggs & Stratton, Sears Old Standby, Johnson, Lawson Washer Engines or any similar small gasoline engine. Speed of generator, 1800 R.P.M.

57 V 5517—Complete GAS-O-POWER Outfit with Engine and Generator. Size, 10x13½x11 inches. Shipping weight, 50 pounds. Cash............... **$37.50**

Easy Payment Price, ($4 Down, $5 Monthly).............................. 41.5

Use Easy Payment Side of Enclosed Order Blank

57 V 5516—**Generator only.** Black Crackle Finish. Three inch "V" Belt Pulley furnished. Size, over all 6x9¼x6¼ inches. Shipping weight, 20 pounds... **$11.95**

FOR ALL-A *Silvertone* RADIO

SEARS LEADERSHIP IN VALUES Careful *COMPARISON* of Silvertone Radios with the Highest Priced Radios will *PROVE to YOU* Silvertones are their *EQUAL in Performance . . . Tone Quality . . . and Beauty*. It will *PROVE* the *only REAL DIFFERENCE* is in the PRICE . . . and YOU SAVE that Big Difference, which is generally *30% to 40%*, when YOU buy direct-by-mail from Sears.

REDUCED PRICES—MORE POWER—MORE FEATURES

AMERICA'S GREATEST BATTERY RADIO VALUES

. . . and We Will PROVE IT to YOU Right in Your Own Home

When a Silvertone Radio saves you from ⅙ to ½, why should you pay more for any radio? Sears Dry Battery operated Radios have completely satisfied 'undreds of thousands of families. Bigger sales and creased production have enabled us to GIVE YOU REATER VALUES. Here are two Silvertone battery Radios that are such Wonderful Performers that no home should be without a new up-to-the-minute model. Check the features and advantages of these sets . . . compare our prices. Then, decide RIGHT NOW to get one. Make our 15-Day Home Test as explained below and give yourself and family New Thrills, New Educational Advantages and Better Entertainment than you've ever had in your home.

COMPARE These Silvertones with Other $50 to $75 Radios

ALL Features listed below are included in both Table and Console Models.

- **Guaranteed Foreign Reception** . . . Gets European and South American Programs that are thrilling to old and young.
- **Valuable New Weather Band** . . . Never before has this Newest Feature been shown in such a Low Priced Battery Radio. Great for farmers and other business men.
- **3-Wave Bands . . . World-Wide Range.** Many low priced radios have only 2 bands. Broadcast: 545 to 1600 K.C.; Foreign, 5.9 to 15.5 M.C.; Weather Band, 225 to 440 K.C.
- **7-Tube Performance** . . . Improved Superheterodyne Circuit with 6 Super Low Drain Tubes (one dual purpose.)
- **Automatic Volume Control** . . . Minimizes fading and blasting. 3-Gang Condenser gives finer, sharper tuning.
- **Personal Tone Control** . . . Emphasizes high or low notes. Combined with New Type Speaker, gives rich tone.
- **"Plug-in" Batteries ALL in Cabinet** . . . Three "B" and Dry "A" furnished. Neat, clean and easily operated.
- **Greater Beauty** . . . Artistically designed, elegantly finished . . . the Most Beautiful Radios in their class. Large Airplane Dial . . . Attractive Grille.

SEARS 15-DAY "NO RISK" HOME TEST

Sears lets *YOU PROVE to YOURSELF* in your own home, every word we say about Silvertone Radios. Send either the full cash price, or the deposit with our Easy Payment Order Blank for the model you prefer. Use it—compare it—test it thoroughly. If within 15 days you are not satisfied, return it to us and we'll refund the money you have paid, including all transportation charges.

Special Radio Guarantee

Sears Positively GUARANTEE each Silvertone Radio to be the GREATEST VALUE in its Price Class. Sears Guarantee each Silvertone, price considered, to be MORE POWERFUL . . . MORE BEAUTIFUL . . . and to SAVE YOU MONEY. We let you prove these statements to yourself with the 15-Day "NO-RISK" TEST above. Sears is a SAFE PLACE to buy YOUR Radio.

QUICK SHIPMENT

Radios on this and the opposite page are shipped from Chicago, Philadelphia, Boston, Binghamton, N. Y. or Cleveland. Send orders to Chicago, Philadelphia or Boston only.

BATTERIES ALL IN CABINET

$29.95 CASH

$3 Down

6-TUBE Exclusive Design Table Model

Attractively designed cabinet with instrument panel of straight grained and striped walnut veneers. Balance of Cabinet is selected hardwoods, carefully matched. Beautiful Satin finish. Size, 18½x10⅝x19 inches high. Complete with 6 Super Silvertone tubes, Long Life Dry "A" and three "B" batteries. For Easy Terms see our Big General Catalog. **Not Mailable.** Shipping weight, 75 pounds.

57 VM 1947

Cash Price....................**$29.95**

57 V 5550—Aerial for above set. Shipping weight, 2 pounds........**59c**

6-TUBE Splendid Moderne Console Model

$39.95 CASH

$4 Down

Moderne design cabinet with fluted side panels. Instrument panel is fine matched Claro walnut veneer; balance of cabinet made of selected hardwoods; lustrous walnut finish. Size, 21½x11x36½ inches high. Complete, 6 tubes, Long Life Dry "A" and three "B" Batteries. For Easy Terms see our Big General Catalog. **Not Mailable.** Shipping weight, 94 pounds.

57 VM 1948

Cash Price....................**$39.95**

57 V 5550—Aerial for above set. Shipping weight, 2 pounds........**59c**

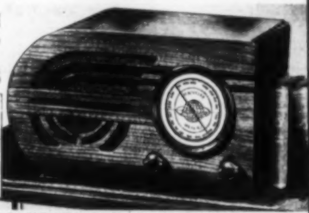
LOWEST PRICE

We Have Ever Offered On LOW DRAIN

BATTERY RADIOS

$17.95 CASH

With Dry "A" Battery



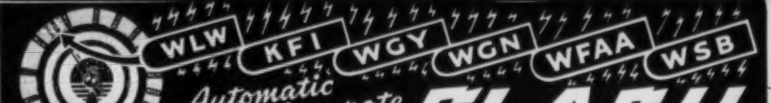
NOW . . . the MOST BEAUTIFUL Radio in Its Price Class

ECONOMICAL . . . WIDE RANGE . . . FINE TONE

Here's a **CLEAR TONED** . . . **EXCEPTIONALLY ATTRACTIVE** . . . **INEXPENSIVE SET** that will bring you marvelous programs at an **EXCEEDINGLY LOW OPERATING COST.** It's an Engineering Triumph by Silvertone Engineers.

If you do not have a radio . . . or you have an old model, order this Silvertone **RIGHT NOW.** It has a Superheterodyne circuit using 4 Newest Low Drain Super Silvertone Tubes (2 Dual Purpose) that gives you **6-TUBE PERFORMANCE.** Tuning Range, 545 to 1720 K.C. . . . **Chassis** mounted on rubber . . . **Ball Bearing Condenser** . . . **Large 6-inch Magnetic Speaker** . . . **6-Tuned circuits** . . . **4-inch Airplane Type Dial and Automatic Volume Control** . . . Slow Speed, 20 to 1, **Tuning Ratio.** The Cabinet is a beauty, of the popular "laydown" type with walnut veneer front panel. Walnut satin finish. Size, 9¼x8⅝x15¹⁄₁₆ long. Complete with one Dry "A" or 4-volt storage Battery and two "B" Batteries. Shipping weight, 47 pounds. **Not Mailable.**

57 VM 4431—With Dry "A" Battery. **$17.95**
57 VM 4432—With 4-volt Storage Battery. Shipping weight, 51 pounds................**$18.95**
57 V 5550—Aerial for above. Shpg. wt., 2 lbs. . **59c**



Automatic Accurate FLASH SELF-TUNING DIAL

YOU Can't EQUAL IT FOR $125 Elsewhere

$64.95 CASH

$6 DOWN

"FLASH" Now, Sears bring you the **GREATEST CONVENIENCE in radio . . . SELF TUNING,** quicker and more accurate than the eyes or ears . . . **automatic, quiet, instantaneous.** There's no "fussing" around to get the station you want tuned accurately for best reception and tone quality. Now this is done **automatically** for you by radios' **Newest** and **Most Useful Feature . . . Automatic Frequency Control** . . . combined with Sears exclusive **"FLASH" Tuning Control.** Simply turn the indicator to the Pre-selected station and "FLASH" . . . the call letters light up . . . and the program comes in **Perfectly Tuned.**

Don't Buy ANY Other A. C. Radio Until YOU SEE . . HEAR . . and OPERATE This Silvertone

- **WORLD-WAVE RANGE . . . 3-TUNING BANDS—All American Broadcast, Europe and South America. Guaranteed:** Police and Airplane calls, Amateurs and Ships.
- **"FLASH" SELF TUNING,** 7-inch Luminous Dial with Lighted Colored Wave Band Indicator; Foreign stations marked on the dial.
- **13-TUBE PERFORMANCE** from greatly improved Superheterodyne Circuit using 11 Super Silvertone Octal Base Tubes (2 Dual Purpose.) R.C.A. Licensed.
- **2-Speed Tuning:** Ratios, 50 to 1, 10 to 1.
- **TILT-UP Sounding Board** . . . Inclined Dial Panel . . . Automatic Volume Control . . . Selectivity Control . . . Automatic Frequency Control . . . Automatic Bass Compensation . . . and Power Line Noise Rejection. Has all of the important features of the Highest Priced Radios.
- **12-Inch Super High Fidelity Electro DYNAMIC SPEAKER,** gives rich, clear tone.
- **SUPERB BEAUTY.** Cabinet is a master creation of rare, rich veneer woods. Instrument panel and center top are figured stump walnut and stripe walnut with white holly inlays. Decorative grille. It is truly a masterpiece of workmanship and design. Size, 23⅝x12⅝x40 inches high.
- **15-Day "NO-RISK" Home Test.** Make this test explained on page 53 before buying ANY other radio. You'll save money.

Operates on 110 volts, 50 or 60 cycle.

If in 25-cycle territory, state and add $2.50 extra. See our Big General Catalog for Easy Terms. **Not Mailable.** Shipping wt., 80 lbs.

57 VM 4487—Cash Price.....**$64.95**

57 V 5567—Matched ALL WAVE Doublet Aerial. Shpg. wt., 4 lbs. 8 oz.....**$2.39**

6-TUBE . . . ALL WAVE . . . TUNING EYE

FOREIGN RECEPTION GUARANTEED
. . .
POWERFUL A.C. ELECTRIC
. . .
3 TUNING BANDS

$22.95 CASH

$3 DOWN

Compare This Silvertone with Other Radios at $40

POWERFUL, Attractive Table Model Silvertone with a **TUNING EYE** . . . a new feature that makes accurate tuning many times easier. In fact, this is the FIRST time any 3-BAND, All Wave Radio has ever been offered near this price with all these newest PROVED QUALITY Features such as the **TUNING EYE . . . OCTAL BASE SUPER SILVERTONE TUBES . . . 13-TUNED CIRCUITS** . . . and a big **6-INCH DYNAMIC SPEAKER.** • **FOREIGN RECEPTION GUARANTEED.** • **ALL-WAVE . . . 3-TUNING BANDS,** Tuning Range, Broadcast 545 to 1720 K.C., Foreign and Short Wave, 2.2 to 6.5 M.C. and 6 to 18 M.C. • **8-TUBE PERFORMANCE,** Improved Superheterodyne Circuit with 6-Newest Octal Base Tubes (2 Dual Purpose). • **CHASSIS** and 3-GANG Ball Bearing **CONDENSER** mounted on rubber. • **ILLUMINATED DIAL,** gold finished, etched metal, 4 inches. • **AUTOMATIC VOLUME CONTROL.** • **ATTRACTIVE CABINET,** up-to-the-minute design . . . stripe walnut veneer front, balance hardwood with fine Satin Walnut finish. Size, 10⅛x16⅜x 8⅝ inches deep. For 110-volt, 50 or 60 cycles, A.C. If in 25 cycle territory, state and add $1.50 extra. Make our 15-DAY "NO-RISK" HOME TEST explained on Page 53 and you'll realise this is a Super Bargain. For Easy Terms see our Big General Catalog. Mailable, but we recommend freight or express. Shpg. wt., 20 lbs.

57 V 4468—Cash Price...**$22.95**

57 V 5550—Aerial for above. Shipping weight, 2 pounds............**59c**

5 Tubes FOREIGN RECEPTION $14.89 CASH

The LEADER in LOW PRICED A.C. ELECTRIC RADIOS

This Silvertone LOOKS and ACTS like a $25 set. It is a DANDY . . . and will actually get more stations, greater distances and has a better tone than many big, expensive-to-operate sets that are still used in thousands of homes. Here is an IDEAL GIFT for Christmas. It will make a splendid second set for use in the library, bedroom, kitchen, office or for the children, to get their own programs.

It gets **FOREIGN STATIONS, POLICE and AIRPLANE CALLS, AMATEURS** and reaches surprising distances on **AMERICAN** Stations. • **2-BANDS,** Tuning Range, 540 to 1720 K.C. and 2.1 to 7 M.C. • **Superheterodyne Circuit,** with 5 Super Silvertone Tubes (2 Dual Purpose) give 7-tube performance. • **3-GANG BALL BEARING CONDENSER** and Pre-Selector stage give sharp, clear tuning. • Large **DYNAMIC SPEAKER.** • **AUTOMATIC VOLUME CONTROL.** • Illuminated **AIRPLANE DIAL. CABINET,** Neat, Roll-top design with Walnut Veneer front and top. Size, 11⅝x7⅝x7⅛ inches deep. For 110-volt, 50 or 60 cycle A.C. If in 25 cycle territory, state and add $1.50 extra. Shipping weight, 12 pounds.

57 V 4467—Cash Price..........................**$14.89**

57 V 5550—Aerial for above. Shpg. wt., 2 lbs....**59c**

QUICK SHIPMENT—Radios on this page are shipped from Chicago, Philadelphia, Binghamton, N. Y. or Cleveland. Send orders to Chicago or Philadelphia only.

"Tune" YOUR CHRISTMAS GIVING TO THESE THRILLING VALUES

Usual ~~$8~~ Values $3.95 EACH

S. MARINO *Made in Italy*

Excellent Tone, Low Price

Your gift of one of these guitars will bring real Christmas cheer to someone! Either model well worth twice our low price. Certificate for 12 lessons at $1.00 and instruction book included!

Your Choice of Two Styles

Concert Guitar (Above)

• Full concert size (14x39 in.). • Birch body, walnut finish; curly maple grain effect shaded top; violin style sound holes. • Celluloid guard plate. • White striping around top edge. • Vertical geared machine heads. • Ebonized fingerboard. • Ornamental position designs. • Nickel plated tailpiece.

12 V 200—Shpg. wt., 8 lbs....**$3.95**

12 V 2200—With canvas case. Shipping weight, 10 pounds............**$5.55**

"Showboat" Guitar (Left)

• Standard size (13⅛x35½ in.). • Birch body, two-tone walnut finish. White striping around top edge and soundhole. • Novel Showboat scenes in ivory and and blue tones. • Accurately fretted fingerboard; ebonized finish. • Vertical type machine heads. • Nickeled tailpiece.

12 V 201—"Showboat" Guitar. Shipping weight, 8 pounds............**$3.95**

12 V 2201—With canvas case. Shipping weight, 10 pounds............**$5.35**

$89.50 Formerly ~~$98.00~~

120-Bass Piano Accordion

Built for those who want a full 41 treble and 120 bass keys at a low price . . . this high quality S. Marino accordion has the tone quality, range and easy action not found elsewhere for less than $160.00! Masterly Italian Craftsmanship brings you purity and richness of tone at a saving of $70.00!

• 41 treble Keys . . . 120 basses. Swedish steel reeds; 2 sets in treble; 4 sets in bass. Ornamental grille. White treble keys covered with celluloid. Standard bass action. Size, 7x18½ in. Keratol covered form-fitting case; 2 shoulder straps. Certificate for 12 lessons for $1.00 and instruction book included. White or Black pearl-effect celluloid covering. State color. Playing weight about 18 pounds. Shipping weight, 60 pounds.

12 VM 692—Cash................................**$89.50**

C. FIDARDO 12-BASS

Similar to above but 25 treble keys and 12 basses. For beginners and children. Size 6x11 inches. Carrying case, instruction book and certificate for 12 lessons at $1.00. Playing weight 8½ lbs. Pearl-effect celluloid covered, in black or white. State color. Shipping weight, 20 pounds.

12 V 675—Cash price................................**$28.95**

See our Big General Catalog for Easy Payment Terms.

Popular Phonograph Record Set

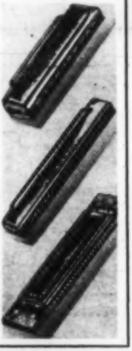
• Values up to 75c each!

Popular numbers, mostly dance selections with an occasional Hill Billy song, ballads, vocal selections, etc. Victor and such makes as Columbia, Conqueror, O'Kay and Vocalion, 10-in. records. Not cheaply made, but electrically transcribed, durable, and can be played many, many times. You can rely on our selection of six records . . . 12 numbers in all. No two alike! No choice of titles permitted, but we guarantee to please you. Order one or more sets Now! They make excellent gifts.

Shipping weight, set of six, 3 pounds 12 ounces.

12 V 6109..................**45c**

Prices *Slashed* on Sears HARMONICAS



Full Concert

10 double holes and 40 reeds. Wind-saving valves. Nickel plated covers. Brass plates. $1.00 Value. Length, 4⅛ in. (Made in Germany.) Shipping weight, 8 ounces.

12 V 5142.. 35c

Tremolo

24 double holes and 48 reeds. Tremolo tuned. Brass plates. Nickel-plated covers. $1.25 Value. Length, 7 inches. (Made in Germany.) Shipping weight, 10 ounces.

12 V 5144.. 39c

Giant Size

Double sided with 48 holes and 96 reeds. Hardwood frame 9⅝ inches long with nickel-plated covers. Brass plates. Tremolo tuning. $2.00 Value. (Made in Germany.) Shipping weight, 12 ounces.

12 V 5145.. 79c

Beaver Brand Accordions at Unheard-of Low Prices

Italian Style

21 treble keys. 8 basses. Metal corner protectors. 4 sets of bronze reeds. Size, 5⅛x10⅛ inches. Open key action with glass buttons. Air valve. Instruction book. Made in Germany. Shipping weight, 9 pounds.

12 V 609...$5.95

Same as above but 10 treble keys, 4 basses. Two sets of reeds. Size, 5⅛x10⅛ inches. Shipping weight, 7 pounds.

12 V 608..$3.75

German Style

3 Stops, 10 treble keys, 2 bass keys. Size, 6x11⅛ inches. Metal corners. 3 sets of bronze reeds, Nickel-plated clasps and trimmings. Instruction book. Made in Germany. Shipping weight, 8 pounds.

12 V 603...$3.75

Two sets of bronze reeds, ten keys, two basses. Two stops. Size, 5⅛x10⅛ inches. Shipping weight, 6 pounds.

12 V 602.$2.49

Practical All-Year 'Round Cannon MADE

A Merry Christmas from Dad

Part Wool Pairs Not Less Than 5% Wool

$2.19

72x84 Inches
Wt. Pr., 3 Lbs. 12 Oz.

Yes, Santa himself could do no better than bring you blankets for Christmas. These are the famous Cannon quality, too, in the huge double bed pair size. Six feet across, 14 feet long . . . folded in half, they're 7 feet long in use on the bed. 5% wool combined with cotton as added protection against the cold. Sateen bound. **Colorful plaids:** Rose and White; Blue and White; Green and White; or Orchid and White. **State color.** Shipping weight, pair, 4 pounds 3 ounces.

24 V 7442—Pair................$2.19

Springy All Wool Pairs New "Broken Block" Plaids

$7.79

72x84 In. Wt., Pr. 4 Lbs. 12 Oz.

Warm, all virgin wool . . . the finest blanket on the page. Distinctive . . . a design in contrasting pastel colors. Deeply napped for hidden, air-cell warmth. Keeps out the cold, retains the heat. Bound with wide sateen. A gift mother'll appreciate. **Colorful plaids:** Rose and White; Blue and White; Green and White; Orchid and White; Rust and White, or Black and Red. **State color.** Shipping weight, pair, 5 pounds 1 ounce.

24 V 7558—Pair................$7.79

99-In. Cotton Blanket Sheets Soft, Warm, Cozy

70x99 In.
79c
Each

Nobody likes to crawl between ice cold sheets on chilly, wintry nights. White, soft cotton flannel sheets are far more comfortable. They're warm as a blanket . . . you'll fall asleep in a minute between their downy folds. Ends overlock stitched.

70x99 Inches	80x99 Inches
Shpg. wt., 2 lbs.	Shpg. wt., 2 lbs. 2 oz.
24 V 7081	24 V 7082
Each............79c	Each............95c

Extra Large Camp Blanket Double Bed Size . . . ⅔ Wool

$1.99
Each

70x80 Inches. Weight, 4 Pounds

The best idea in years! Heavy camp blankets made in an extra large size for the bed. You've used them outdoors when camping. In this grand new size you can use them inside throughout the winter. A gift that appeals to men. ⅔ wool combined with ⅓ cotton. Overlock stitched ends. **Color:** Gray with darker border. Shipping weight, 4 pounds 6 ounces.

24 V 7358—Each................$1.99

Extra Wide Indian Style At a Good Low Price

$1.19
Each

70x80 Inches. Weight, 2 Pounds

Woven larger than usual as a special Yuletide treat from Sears to you. All cotton in a new design. Use as an extra throw on the bed, and take along for added comfort on cold outdoor gatherings. **Predominant colors:** Blue, Green, or Tan. **State color.** Shipping weight, 2 pounds 4 ounces.

24 V 7235—Each................$1.19

CANNON COTTON PLAIDS *Reduced!*

DOUBLE BED SIZE, PAIRS AND SINGLES

Single Blanket

Cut From ~~54c~~

45c

70x80 Inches

Sharp eyed bargain hunters, here's what you've been searching for. There's no overlooking bargains great as these. They'll be snapped up in a hurry. A famous brand . . . large double bed sizes . . . soft cotton. Grand "extras" all winter long. Ends overlock stitched.

Colorful plaids: Rose and White; Blue and White; Green and White; or Orchid and White. **State color.**

Single Blanket
Weight, 1 lb. 3 oz.
Shipping wt., 1 lb. 5 oz.
24 V 7023—Each....45c

Pair of Blankets
Wt., Pr. 2 Lbs. 6 oz.
Shipping wt., pr. 2 lbs. 10 oz.
24 V 7022—Pair.......88c

Pair of Blankets

Cut From ~~$1.07~~

88c

PRACTICAL GIFTS ALWAYS MAKE

EVERYBODY HAPPY!

Surprise Mother . . . or Sister . . . with

QUEENLY PEPPERELL

PERCALE Sheets and Cases

Cellophane Wrapped

Lovely, smooth percale sheets and pillowcases . . . a sparkling gift to put under the Christmas tree! They're all wrapped in Cellophane. Quality is light enough for easy handling and is inexpensive to send to the laundry. Wide 4-inch hems.

Inches Before Hemming	Bleached White Sheets—Hemmed	2 For
72 by 108	**Twin Bed Size** **96 V 144—Proper Length.** Shipping weight for 2, 3 lbs. 2 oz....	$2.58
81 by 99	**Double Bed Size** **96 V 145—Popular Length.** Shipping weight for 2, 3 lbs. 5 oz....	2.58
81 by 108	**96 V 146—Proper Length.** Shipping weight for 2, 3 lbs. 9 oz....	2.98
45 by 38½	**Bleached White Pillowcases—Hemmed** **96 V 147—For Pillow 21x27 In.** Shipping weight for 2, 11 oz........	2 FOR 79c

81x99-In.
$1.29
EACH
Sold in Pairs Only

ALL WOOL 2-lb. BATT

$1.09

Worth ~~$1.45~~

—live, springy wool, natural color
—double bed size, about 72x84 inches

A useful gift is the one everybody appreciates most! And it will be doubly welcome if it's this warm all wool batt . . . because this is the sort that makes the lightest, cosiest comforters of all! For warmth without weight, choose an all wool batt every time. Rarely, if ever, will you find one at this low price! Shpg. wt., 2 lbs. 6 oz.

96 V 266—2-Lb. Roll.........$1.09

the Big "Hobnail" Tuft Candlewick-Usually ~~$3.98~~

—washfast tufts
—shrunk size about 84x105 inches

$2.79 EACH

The smartest candlewick in years! Its Hobnail tufts are so big and fluffy they COVER the surface! The spread is loveliest of all when the tufts are creamy-white; grand in colors, too. Heavy cream colored fabric, with white or colored tufts. **Tuft colors:** Blue, Green, Gold, Rose or White. **State color.** Shpg. wt., 2 lbs. 10 oz.

96 V 245—Each...........$2.79

4-STAR JUBILEE SPECIAL

Super Values for Holiday Gifts

~~50c~~ In Most Stores

Sears Price **33c** EACH

Lowest Price Ever Offered on FAMOUS ENGLISH LOOP TOWELS

Towels that really "dry." The unusually long, soft English loops absorb the moisture like a thirsty sponge . . . and they're beautifully decorative. Longer wearing, too, because the underweave foundation is firmer, and stronger, the selvage edge is much sturdier than most 50c towels. Hems backstitched at corners. Big, husky, extra weight, super values at "all time" low prices.

—20x40-Inch Reversible Pastels

Decorative—double loop—high style towels in white with fast color **Blue, Green, Peach or Maize** nautical design. Colors reverse on opposite side, the design showing in white. **State color.** Shipping weight, 8 ounces.

19 V 8899
Each.............. 33c

—22x44-In. Fast Color Fancy Border Pastels

Larger size, and style right, too. Allover pastel ground with deep tone borders. Colors are **Peach, Blue, Green, Maize or Orchid** with harmonizing color dobby borders. **State color.** Shpg. wt., 10 oz.

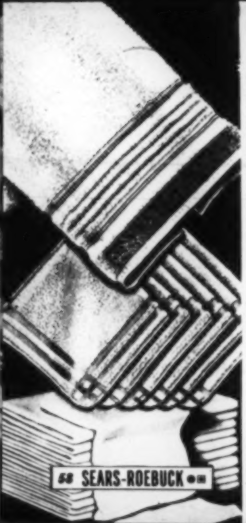
19 V 8896
Each.............. 33c

—24x46-In.; White with Fast Color Borders

Real he-man size—soft, fluffy, extra absorbent, extra sturdy for long wear. Colors: **White with Blue, Gold, Green, Orchid or Rose borders. State color.** Shipping wt., 12 ounces.

19 V 8884
Each.............. 33c

. . FOR OTHER TOWEL VALUES
SEE OUR BIG GENERAL CATALOG



Hand Size Terry Special at 4 for 36c

—Size, 15x30 In. —Double Loops
—Firm Underweave

Soft, fluffy, fast drying terry towels in the quality and size so desirable for "everyday" hand towels, guest towels, "extras." Just the thing to hang in the kitchen for those many quick hand washings. Special low holiday price you can't match for this good quality. Bleached white. **Assorted fast color borders.** Shipping weight, 12 ounces.

19 V 8730..........4 for 36c

Pastel Washcloths 6 for 25c

—Size, 12x12 Inches

Good weight, soft finished cotton terry. Real value at Sears low price! Washfast **Blue, Rose, Gold, Green or Orchid pastels. State color.** Shipping weight, 9 ounces.

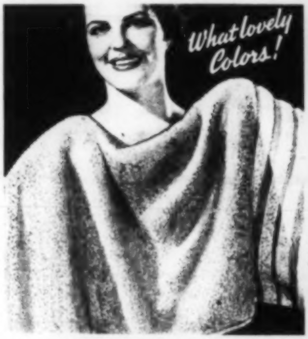
19 V 8664..........6 for 25c

Sugar Liner Towels 10 for 75c

—Washed—Ready to Use
—Size, about 26x35 Inches

Brand new—no stamping or body holes to spoil them. Soft, sturdy, absorbent cotton—half bleached and made into neat, ready-to-use towels. Edges firmly lockstitched to prevent fraying. Shpg. wt., 1 lb. 6 oz.

19 V 8600..........10 for 75c


What lovely Colors!

20x40-INCH PASTELS BARGAINS IN BATH BEAUTY

5 Good Looking, Washfast Colors

Thick-looped, heavy, long-wearing, absorbent cotton terry—quality towels with strong selvages at sides, hems backstitched at ends. Think what a nice gift a package of these towels would make—and at such small cost to you! **Blue, Gold, Green, Orchid or Rose pastels with white striped borders. State color.** Shipping weight, 1 lb. 4 oz.

4 for 59c

19 V 8764........................4 for

~~$3.44~~ Value
$2.69
54x68 In. Cloth and 6 Napkins
MAKE HOLIDAY TABLES
Festive · Gay!
~~$3.98~~ Value
$2.49
55x70-Inch Tablecloth

TABLE SCARF

3-PIECE BUFFET SET

SAVE ALMOST One-Fourth on Luxury Rayon and Cotton Sets

Regular $3.44 value (54x68 in. size) if bought separately—grouped in matched sets by Sears so we could offer you greater savings. Such smooth, gleaming, rich rayon and cotton damask seldom seen at these prices. Soft **ivory color**. Hemmed. Nicely boxed. Patterns similar to illustration.

54x68 In. Cloth with SIX 13x13 in. napkins.	68x86 In. Cloth with EIGHT 18x18 in. napkins.	68x104 In. Cloth with TWELVE 18x18 in. napkins.
19 V 7710	19 V 7711	19 V 7712
$2.69	$4.59	$6.98
Shipping weight, 1 lb. 7 oz.	Shipping weight, 2 lbs. 2 oz.	Shipping weight, 2 lbs. 15 oz.

Quality LACE TABLECLOTHS Special Christmas Prices

Different from any cloths we've seen at these prices—richer, lovelier filet style lace. Delicate picot edge. Machine loomed from American and fine Egyptian cotton. **Light ecru color only. Sizes quoted are approximate.**

55x70 Inch Cloth	55x80 Inch Cloth	72x90 Inch Cloth
19 V 7032	19 V 7033	19 V 7034
$2.49	$2.98	$3.98
Shpg. wt., 1 lb. 8 oz.	Shpg. wt., 1 lb. 10 oz.	Shpg. wt., 2 lbs.

3-Piece Buffet Set

Two 10x14 in. mats, one 12x18 inch mat. Shpg. wt., 7 oz.

19 V 7037

3-Piece Set............79c

Table Scarfs

18x45 in. Shpg. wt., 11 oz.
19 V 7035—Each. 79c

18x63 in. Shpg. wt., 12 oz.
19 V 7036—Each. 98c

Child's Popeye Set

Excellent gift for any child. Decorated with colorful and interesting pictures of that famous cartoon character Popeye, the sailor man. Set consists of 7-in. plate, 5⅝-in. oatmeal dish and 6-oz. mug of durable, ivory white porcelain. Shipping weight, 2 pounds 8 ounces.

35 V 8019..........45c

Carbonated Syphon

RECHARGING BULB

Compares with bottles costing $5.00. Ideal for sodas and drinks. Uses hydrant water and recharging bulbs costing less than 5c each. Made of heavy stainless steel. Holds a full quart. Shipping weight, 2 pounds.

11 V 5728........$1.87

10 Recharging Bulbs. (1 Bulb makes full qt.) Shpg. wt., 1 lb.

11 V 5729..........44c

NO FINER GIFT
and We've Cut the Price
Was ~~$3.89~~
$2.98
32 Pcs.

All Prices Cut on this Heather Bloom Pattern

One of our most popular Golden Jubilee patterns with prices cut to an almost unheard of low for such fine quality. Ivory white American semi-porcelain decorated with heather bloom in rich shades of orange, orchid and green. Each piece is decorated with a platinum colored edge line.

32-Pc. set. Consists of the following pieces—6 cups, 6 saucers, 6 dinner plates, 6 bread and butter plates, 6 sauce dishes, 1 (11-inch) platter and 1 open vegetable dish.

Shipping weight, 19 pounds.

Reduced from $3.89
35 V 249............$2.98

53-Pc. set. Consists of—8 cups, 8 saucers, 8 (large 9⅝-in.) dinner plates, 8 bread and butters, 8 sauce dishes, 8 soups, 1 Med. platter, 1 open veg. dish, 1 Cov. sugar bowl (2 pcs.) and 1 cream pitcher. Shipping weight, 37 pounds.

Reduced from $8.50
35 V 249............$7.49

SEE OUR BIG GENERAL CATALOG FOR OTHER DINNERWARE AND GIFT ITEMS

23-Pc. China Tea Set

Usual $3.50 Value

$1.98

Any housewife would be delighted to receive such a lovely imported tea set at Christmas. It is one of the biggest values in high quality translucent china we have ever seen. A set that regularly sells for much more than this special low price. Colors are two tone ivory and blue with decorations of beautiful plum blossoms in white on graceful stems of jet black. Truly a remarkable value at Sears low price. Set consists of 6 cups, 6 saucers, 6 tea plates, 1 creamer, 1 sugar bowl and 1 cover, 1 tea pot and 1 cover. Shipping weight, 12 pounds.

35 V 8083........$1.98

$1.49 A PAIR

Lightweight Capeskin

This young lady is very, very pleased with the gloves she is wearing . . . she **should** be . . . for these have the very latest molded bracelet effect back with about a 4¾-inch flare cuff. A little more than 3-button length. Smart, different, big fashion news for the new year. Made of fine quality lightweight imported capeskin, unlined. Half pique sewed. Stitched back. Shpg. wt., 4 oz.

33 V 3040—Black
33 V 3041—Brown
33 V 3042—Burgundy
Quarter sizes, 6 to 8. State size.

69c A PAIR

Cotton Chamoisuede

Women's unlined slip-on. Made of double woven cotton chamoisuede. Overseam tailoring in smart contrasting thread. Back has four raised welts. Top is scalloped and piped. Bolton thumb. Made in Czechoslovakia. Shpg. wt., 3 oz.

33 V 3195—Black **33 V 3196—Brown**
33 V 3197—Burgundy
Half sizes, 6 to 8½. State size.

98c A PAIR

Lined Leathers for Women

Two styles; both smart, both made of fine lambskin, chrome tanned to keep their softness and pliability. Lined with warm fleeced rayon and cotton to provide warmth without bulk. Beautifully tailored with neatly stitched backs and tightly sewed seams that keep their smart appearance. Half outseam sewed. Shipping weight, pair, 4 ounces.

Snap Button at Wrist	Slip-on Style
33 V 3670—Black	**33 V 3672—Black**
33 V 3671—Brown	**33 V 3673—Brown**

Half sizes, 6 to 8½. State size.

A WOMAN ALWAYS NEEDS GLOVES

GIVE SOMETHING *Useful* THIS YEAR

All Wool Gauntlets

A style becoming more popular every day! Warm because they're brushed wool yarns and made with long gauntlet to protect the wrists. Seamless knit. **Shpg. wt., 3 oz.**

FOR WOMEN—33V3450 Rainbow stripes: Colors, **Brown, Blue** or **Red.** Sizes **6, 7 and 8 only.** State size and color.

Women's Sizes 49c A PAIR

FOR MISSES—33V3775 Rainbow stripes: Colors, **Red, Blue** or **Tan.** Ages **5 to 14 years.** State age and color.

Misses' Sizes 47c A PAIR

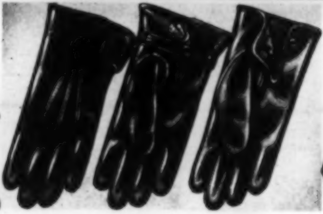
RICH LEATHERS . . . STYLES THAT MEN LIKE

$1.39 A PAIR

Warm—but Dressy

An unusual combination of style and warmth. Smart gray suede leather. Lining is heavily fleeced rayon and cotton, patterned in richly blended tones. Expertly tailored. Full outseam sewed. Neatly stitched back. Windshield gore to keep out snow and cold. Positive snap fastener. A beautiful gift. Shpg. wt., 6 oz.

33 V 4243—Gray
Half sizes, 7½ to 10½. State size



Lined Capeskin in Three Popular Styles

98c A PAIR

Here's the most you could possibly get for your money in a man's glove. Something he can wear for street, driving or everyday. Made entirely of chrome tanned capeskin. Lined with fleeced rayon and cotton—warm, heavy and new in pattern. Half outseam sewed. Attractively stitched backs. Tailoring that wears and wears. A choice of three styles—and a price that is definitely below the market! A fine gift!

Slip-on	Strap Wrist	Button Top
33 V 4226 **Brown**	**33 V 4216** **Brown**	**33 V 4206** **Brown**
33 V 4227 **Black**	**33 V 4217** **Black**	**33 V 4207** **Black**
Half sizes, 7½ to 10½. State size. Shipping weight, 5 ounces.	**Half sizes, 8 to 10½. State size.** Shipping weight, 6 ounces.	**Half sizes, 7½ to 10½. State size.** Shipping weight, 6 ounces.

Double Lined Hunters' Mitten

$1.79 A PAIR

An ideal gift. Made of hard wearing chrome tanned imported capeskin leather in the popular one-finger style. DOUBLE LINED—inner lining is thick fleeced cotton, outer lining **knit of pure wool yarns.** Adjustable strap at wrist.

33 V 4412—Black
Sizes, 8½, 9½ and 10½. State size. Shipping weight, 8 oz.

REFER TO SEARS GENERAL CATALOG FOR OTHER BIG GLOVE BARGAINS

47c EACH

Wool Muffler in Plaids

Colors and weaves are identical reproductions of higher priced numbers! Made of assorted big checked plaids. All wool worsted yarns. Size about 12x48 inches, including fringe. Packed in gift box.

33 V 9582—Predominating colors: **Blue, Maroon, Gray or Tan. State color.** Shpg. wt., 7 oz.

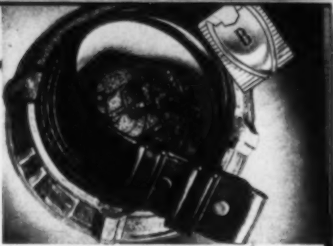
69c

Leather Belt With Ashtray Included

Men's belt of full grain cowhide bridle leather, 1¼ inches wide. Nickel plated tongue buckle. Packed in novelty ashtray which makes it really two gifts in one. Ashtray is fireproof plastic wood composition that looks hand carved. Neatly boxed. Shipping weight, 11 oz.

33 V 8837—Black
33 V 8838—Brown

Even sizes, 30 to 42. State size.



79c

Looks Like a $1.50 Gift Because

1. *The Belt is Genuine Cowhide*
2. *The Buckle is INITIALED*
3. *The Ashtray is Included—Making it two gifts in one*

Men like tricky things like this . . . First and foremost, it's a belt. A GOOD belt. Made of 1⅛-inch full grain bridle leather enriched by a silver finish initialed buckle . . . And, besides, the container is an ashtray—looks like fine hand carved wood but actually it's a plastic fireproof composition. Packed in neat box.

33 V 8818—Black
33 V 8819—Brown

Even sizes, 30 to 42 inches waist measure. Cannot Furnish initials, I, O, Q, U, V, X, Y or Z. State size and print initial. Shipping weight, 13 ounces.

PLAY SAFE CHOOSE A *Useful* GIFT

TAILORED SMARTNESS

94c

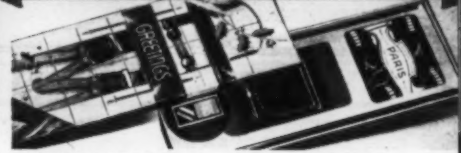
4 Reasons Why Dad'll Like It

①	②	③	④
Non-Wilt Fused Collar	**Fine Quality Fabrics**	**100% Sanforized Shrunk**	**All Tub-Fast Colors**

The special non-wilt fused collar is a feature that always goes over big in a gift shirt. Men like its smooth, stiff appearance. Looks like a starched collar, won't wilt, wrinkle or curl—yet it gives all the comfort of a soft collar. Notice it's Sanforized-Shrunk, too. That means no amount of washing will ever make it shrink out of fit. Plain colors are fine quality combed yarn cotton broadcloth, patterns are lustrous cotton shirtings—all are vat-dyed tub-fast colors. Wrapped in Cellophane. Tie not included. Shipping weight, 11 ounces.

33 V 340—Plain White 33 V 342—Plain Blue
33 V 343—Assorted Patterns
Half sizes, 14 to 17. State size............each 94c

KEEP UP HIS GOOD APPEARANCE



Boston Swivel Back

Suspenders that are self-adjusting to give complete body freedom. Made of ⅞-in. wide rayon elastic. Cowhide leather ends. Brass metal parts. Packed in folder and wrapped in holiday Cellophane. Length, 40 in.

33 V 8609—Blue, Brown, Maroon patterns or Black with White. State color. Shpg. wt., 4 oz. **49c**

Men's Accessory Set

A silver finished tie chain and Collar holder and a pair of Paris Garters, all smartly packed in one neat gift box. Garters are fine rayon elastic web in assorted colors with silk faced satin pads. Metal parts are non-rusting brass.

33 V 9120—Shipping weight, a set, 6 ounces...... **49c**

Boston Garter

"Velvet Grip"

The garter with the patented triangle satin pad which enables the garter to fit without binding. Good quality 1¼-in. rayon elastic webbing with metal parts of nickel plated steel. Boxed with holiday Cellophane wrapping. Shpg. wt., a pr., 3 oz.

Double Grip
33 V 9112..................29c

Single Grip
33 V 9114..................21c

Smart Spats

MEN'S SIZES 6 to 10. No half sizes. **Order same size as your shoe.** Shipping weight, 8 ounces.

All Wool Felt

76 V 9860—Gray. **76 V 9867**—Dark
76 V 9861—Tan. **Oxford Gray. Pr. 59c**

Wool Felt, Leather Top Binding

76 V 9822—Gray. **76 V 9830**—Dark
76 V 9823—Tan. **Oxford Gray. Pr. 79c**

33 V 253
33 V 251
33 V 252
33 V 254

THE PERFECT "GIFT SHIRT" HAS *Initialed Cuffs*

Latest personalized gift idea! Button on cuff has a gold plated initial attractively contrasted by black enamel background. Very smart, a Gift that will make This Year's "Christmas Shirt" the Best He Has Ever Received!

THIS ONE HAS THE FAMOUS TRU-POINT COLLAR
PATENTED STAY PREVENTS CURLING
33 V 322
33 V 321
33 V 320
33 V 317

$1.69 Each — Initialed Cuffs . . . With Lustrous Woven Rayon Patterns

There's nothing "ordinary" about Mr. Man's Christmas shirt, if it's initialed. It makes the gift a little more personal, a little "extra special" if you please . . . and it will be appreciated just that much more. Most important, initial is positively tub-proof and wringer-proof. They'll last as long as the shirt. Shirt is tailored of extra fine Pre-shrunk vat-dyed cotton broadcloth with a woven rayon pattern that glistens and sparkles with the very richness of its fabric. Attached soft collar. Ocean pearl buttons. Kept clean in transparent wrapper. Tie not included. **Be sure to specify only one initial. Half sizes 14 to 17. State size.** Shpg. wt., 11 oz

33 V 250—White **33 V 251**—Blue
33 V 252—White with Colored Patterns
33 V 253—Blue with Colored Patterns
33 V 254—White. Same as above but in plain fine count pre-shrunk combed yarn cotton broadcloth. No rayon.

HE'LL REMEMBER A GIFT THAT IS *Useful*

$1.39 Each — Initialed Cuffs . . . And Non-Wilt TRU-POINT Collar

This year, the perfect Gift Shirt has an initial on the cuff. It's new, smart, an idea that will go over big with every man! And notice the collar on this shirt. It has the patented Tru-point feature. A firm reinforcing stay has been built into the edge of the collar as shown above—keeps the points neat and trim. It's fused, too. Combines a starched appearance with soft collar comfort. Plain colors are lustrous fine count cotton broadcloth, fancy patterns are cotton shirtings. All PRE-SHRUNK and VAT DYED. Ocean pearl buttons. Transparent wrapper Tie not included. **Be sure to specify only one initial.**

33 V 317—White **33 V 318**—Blue
33 V 320—Figured Patterns **33 V 321**—Striped Patterns
33 V 322—White self figured patterns.

Half sizes, 14 to 17. State size and print initial. Shipping weight, 11 ounces.

Ⓐ 25c Each
Ⓑ 49c Each

NEW PATTERNS . . . SMART COLORS

Ⓐ Regular ~~39c~~ Values

Patterns he'll rave about—Conservative, but not dull—Sporty, but not loud—they strike a happy medium that men like! Fine quality rayon fabrics. Mixed cotton and wool lining holds its shape. Packed in a neat gift box making each tie look twice Sears low price.

33 V 8300—Figured patterns
33 V 8301—Striped patterns
Colors: **Blue, Maroon or Brown. State color.**
Shipping weight, 5 oz. Each. 25c

Ⓑ Handmade Ties

Made to sell for not a penny less than 65c! The tailoring, the fabrics, the richly dyed colors—are ALL made to standards usually found in higher priced ties. Fine Bemberg and other rayon fabrics. Wool lined and hand tailored. Shpg. wt., 5 oz.

33 V 8355—Plain colors
33 V 8356—Figured patterns
33 V 8357—Striped patterns
Colors: **Green, Blue, Gray, Brown, Maroon or Black. State Color.** Each........ 49c

Men Like These Patterns

A grand Christmas assortment of the newest fancy patterns—'way under priced because of a huge JUBILEE purchase. The fine cotton fabrics used in these pajamas are the same quality you will find in regular $1.95 and $2.50 sellers! Trousers have covered side elastic with adjustable tape at waistband. Large roomy seat. Cellophane wrapped to make them look more "Christmasy."

33 V 7353—Notch Collar Coat Style.
33 V 7354—Middy Slipover Style.
33 V 7355—Low Neck Coat Style.

Sizes, A, 34 to 36-in. chest; B, 38 to 40-in.; C, 42 to 44-in.; D, 46 to 48-in. Order by size letter. Shipping weight, 1 pound 1 ounce.

$1.39 A Suit

A ROBE IS *Useful* MORNING AND NIGHT—SURE TO PLEASE HIM

For other bargains in Men's Furnishings, see our Big General Catalog

↑ Wool Flannel

$5.69

A welcome gift! Smartly tailored, warm and as good as any $6.98 robe we've seen. Fine twill weave of genuine St. Moritz all wool flannel. Wide sash with hand knotted fringe. Solid colors trimmed in contrast. Three pockets. Pearl buttons. Neatly boxed.

33 V 7495

Colors: Royal Blue and Navy; Brown and Tan; Maroon and Red. Even sizes, 34 to 48-in. chest. State size and color. Shpg. wt., 2 lbs. 9 oz.

Heavyweight Beacon Robe ↑

$3.69

So thick and heavy you can almost see its warmth. Designed for men who like to "live in their robes." Made of top quality Beacon cotton blanket cloth with a double shawl collar. Smart ombre shading. Full cord trimmed, and seams reinforced and taped. Heavy rayon girdle. Three deep pockets. Attractively boxed.

33 V 7499—Blue with contrasting pattern; Brown with contrasting pattern or Gray with contrasting pattern. Even sizes, 34 to 48 inches. State size and color. Shipping weight, 3 lbs. 8 oz.

PAJAMAS-EXTRA-ORDINARY

Flannelettes

$1.79 A Suit

Here's News! STYLISH Flannelette pajamas in attractive up-to-the-minute plaid patterns with contrasting color piping. Real heavyweights in smart notched collar coat style. Large balloon seat. Trousers have covered side elastic waistband. Shipping weight, 1 pound 5 ounces.

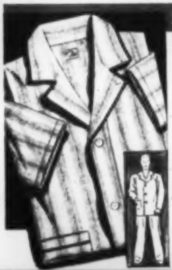
33 V 2170—Fancy Patterns. Sizes, A, 34 to 36 in. chest; B, 38 to 40 in.; C, 42 to 44 in.; D, 46 to 48 in.; E, 50 to 52 in. Order by size letter.

Deep Patterns

Loungy, aren't they? Long coat style with notched collar and fringed end belt. New dark patterns piped in deep tone shades. Fine quality cotton pajama cloths in attractive colors. Extra large seat. Trousers have covered side elastic. One pocket. Shipping weight, 1 pound.

33 V 966—Assorted Fancy Patterns. Sizes, A, 34 to 36 in. chest; B, 38 to 40 in.; C, 42 to 44 in.; D, 46 to 48 in. Order by size letter.

JUBILEE MONEY SAVER

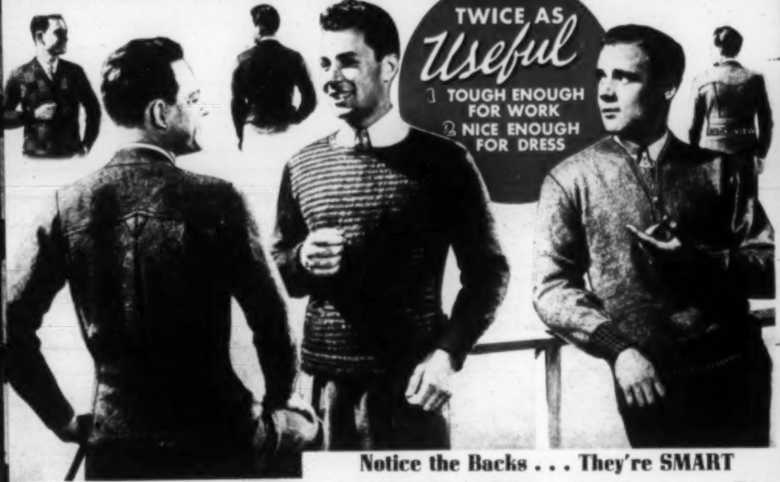


98c A Suit Is Low for Flannelette

The notched collar buttons over to give warmth around the neck. Both the coat and slipover styles are made with this popular feature. This long wearing flannelette is medium weight and warm. Waist-band of trouser has elastic band.

33 V 984—Coat style.
33 V 985—Slipover style.

Sizes, A, 34 to 36-in. chest; B, 38 to 40; C, 42 to 44; D, 46 to 48; E, 50 to 52. Order by size letter. Shipping weight, 1 pound.



Notice the Backs . . . They're SMART

Bold Design in Coat Style Sweater $1.98

The camera tells the style story! Plain color back and sleeves with fancy front. Back is the newest, made with pleats, yoke and sewn-on half belt. Front has large checks cut alternately by contrasting stripes. 20% wool yarns, balance cotton, slightly napped. Two pockets. Finest tailoring.

83 V 1570—**Brown**
83 V 1571—**Royal Blue**

FOR MEN: Even sizes, 34 to 44 inches chest. State size. Shipping weight, 1 lb. 4 oz.

Sporty Patterns in Pullover Style $1.79

Style with a Capital "S"! High "U" neck. Solid color sleeves and back contrasted by a new striped front. Back is shirred with sewn-on belt. Adjustable tabs at sides. Two pockets with artificial leather trim. 28% wool, balance cotton and rayon. Brushed surface.

83 V 1640—**Royal Blue**
83 V 1641—**Brown**

FOR MEN: Even sizes, 34 to 44 inches chest. State size. Shipping weight, 1 lb. 4 oz.

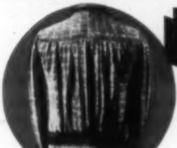
Napped . . And Priced at Only $1.19

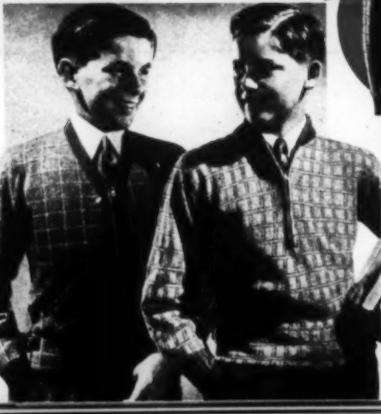
Very little to pay for such a good looking sweater. Medium weight that can be worn under a suit coat. 50% wool and mohair yarns, balance fine cotton and rayon. Flat knit stitch with napped surface. Handy "Zip" neck. Fancy welted back with yoke and sewn-on half belt.

83 V 1668—**Royal Blue**
83 V 1669—**Gray**

FOR MEN: Even sizes, 34 to 44 inches chest. State size. Shipping wt., 11 oz.

BOYS LIKE 'EM FANCY!





Full "Zip" Front $1.79

He'll beam with satisfaction at a gift like this jacket style sweater! Back is smart as they come—made with a yoke and fully shirred. Adjustable tabs and metal rings at waist. Two slash pockets. Allover windowpane pattern with plain color trim. 43% wool and mohair yarns, balance cotton and rayon.

83 V 1890—**Royalblue**
83 V 1891—**Cocoa tan**

FOR BOYS: Even sizes, 28 to 36 in. chest. State size. Shpg. wt., 12 oz.

98c Dash and Style

If he keeps one eye on style—as most boys do—he knows that checks are THE thing this year. Smart allover pattern made more attractive by a yoke back and inverted pleats. Pullover style sweater with military collar and "Zip" neck. Adjustable tabs and metal rings at waist for better fit. 43% fine wool and mohair yarns, balance cotton and rayon.

83 V 1892—**Royal blue**
83 V 1893—**Cocoa tan**

FOR BOYS: Even sizes, 28 to 36 in. chest. State size. Shpg. wt., 11 oz.

"Santa Was Good to Us"

All Wool Worsted Hockey Cap 59c

The most practical Winter cap you could ever give him. Made with a fancy knit stitch, solid color crown and snug fitting band that can be pulled way down to keep ears warm in even the coldest weather. Styled up to the minute with a well shaped pompon. Striping on band is knit in an exclusive ribbed design. A regular 89c cap.

93 V 4907—**Maroon with gray**
93 V 4908—**Navy blue with red**
93 V 4909—**Royal blue with white**

One size only to fit boys 7 to 14 years. Shipping weight, 4 ounces.

Lined Leather A Dandy Gift! 79c

Tops with every boy because it's an exact pattern of helmets worn by aviation pilots. Wear it three ways—put the goggles over your eyes, on your forehead or take them off altogether. Made of genuine sheepskin leather, warmly lined with heavy cotton fleece. Adjustable chin strap with sliding buckle and full vision goggles. Perforated ear flaps. Shipping weight, 11 ounces.

93 V 4905—**Black** **93 V 4906**—**Brown**
Sizes 6⅝ to 7⅛. State Size.

65c EACH

Deeptone Colors . . . "Duke of Kent" Collar

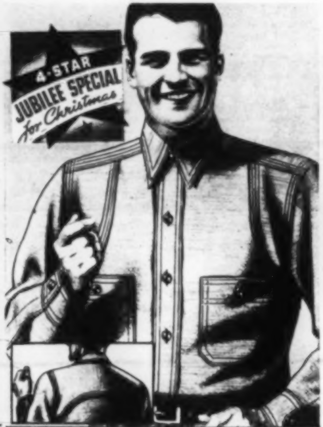
"Thanks, Mom and Pop! It's just what I wanted. The 'Duke of Kent' button-down collar is a big style hit with us fellows this year. We go for dark colors, too—and you said yourself, they stay clean-looking longer."

Plain colors are of good quality cotton broadcloth and attractive patterns of fine cotton shirtings. Generous sizes for growing boys. Double yoke, lined collar and cuffs. Cellophane wrapped. Tie not included.

33 V 1475—**Dark Blue**
33 V 1476—**Dark Brown**
33 V 1478—**New Patterns**

JUVENILE SIZES: 6, 8, 10, 12 yrs. State age. Shpg. wt., 6 oz. **BOYS' SIZES:** 12½, 13, 13½, 14, 14½ in. neck. State size. Shpg. wt., 8 oz. **65c**

GIFTS THAT ARE *Useful* LAST LONGER



Double Fabric Where It Counts

2 for 97c

A half dozen of these husky work shirts would make a mighty nice gift . . . and they're really exceptional values. They're 4-Star Specials of Sears Golden Jubilee—that means SAVINGS greater than you usually expect even at Sears! Notice the strong reinforcements in front, in back, under arms, at every strain point. Fine quality medium heavyweight chambray, triple stitched where extra strength is needed. Continuous non-rip sleeve facings. Interlined collar. Two big pockets.

33 V 685—**Blue** **33 V 680**—**Gray**

Half sizes, 14½ to 17. State size. Shipping weight, of two, 1 pound 8 ounces.

Refer to Sears General Catalog for Other Gift Suggestions

INEXPENSIVE . . . BUT NICE

Boys' or Girls' Lined Capeskin 45c A PAIR

Warm, durable mittens. Made of chrome tanned imported capeskin leather, soft, pliable. Heavily lined with white cotton fleece. Elastic web wrists.

33 V 3966—**Brown**
33 V 3968—**Black**

Ages 5 to 14 yrs. State age. Shipping weight, 5 ounces.

Western Style Belt 29c

Boys' cowboy belts made of full grain 1-inch wide cowhide bridle leather embossed with Wild West figures. Colored stone "jewel" on loop. Nickel plated tongue buckle. Gift box. Shipping weight, 4 ounces.

33 V 8887—**Russet**
33 V 8888—**Black**

Sizes, 24 to 30 in. State size.

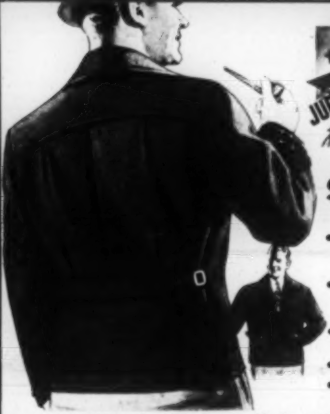
SNAPPY FOUR-IN-HANDS

Boys like lots of ties, and these four-in-hands are especially attractive. Made of good looking rayon fabrics in bright new patterns. Packed in gift box.

33 V 8540
Assorted Plaids and Checks
33 V 8541
Assorted Stripes

Ground colors: **Blue, Red, Green or Brown.** State color. Shpg. wt., 4 oz.

23c EACH



$3.79 All Wool

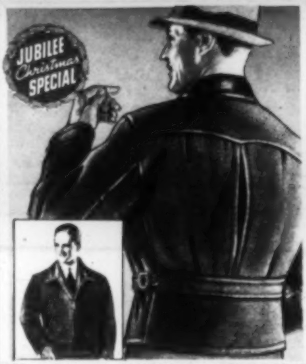
- Heavy, 33-ounce all wool cossack jacket.
- Specially treated to resist snow and rain.
- Newest sports back style.
- Roomy sizes.
- Average length, 25½ inches.

For Him, for You; an Unbeatable Value!

In all our 50 years, no jacket value like this! Woolen costs have increased 25% and more, but Sears offer you a cossack model, warm in its long-wearing all wool fabric, rich in today's style trends, carefully made by expert tailors, and at a price lower than a year ago for similar quality. Has full side gussets running up to the armhole, adjustable side buckle straps, genuine leather piped slash pockets (a Sears special feature) and adjustable cuffs. Truly, a remarkable 4-Star Jubilee Special!

SIZES: Even chest sizes 34 to 48 in. State chest measure. Shipping weight, 3 pounds 6 ounces.

41 V 291—Navy Blue....$3.79 **41 V 292**—Maroon..$3.79
41 V 293—Green........$3.79



America's No. 1 Suede Leather Jacket

$7.89

~~$10.95~~ Value

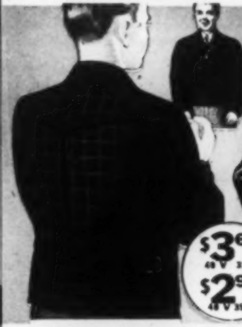
—Best quality, selected suede leather.
—Sports style action back with inverted center pleat, tucks at yoke and at stitched-on half belt.
—Full side gussets up to armholes.
—Easily adjustable side buckle straps.
—Full lined, body and sleeves, with lustrous rayon. Collar and wide inside front facings made of smooth grain leather. Facings extend to bottom of jacket. Length, 25½ in.

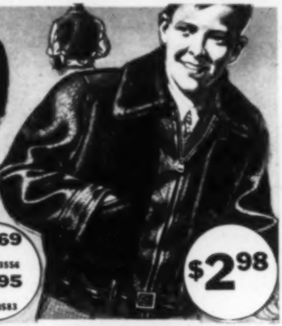
Now! Enjoy the soft, rich feel of supple suede. Save the amount that Sears low Jubilee price gives you.

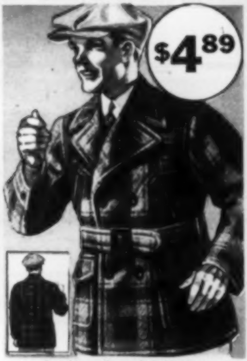
SIZES: Even chest sizes 34 to 48 in. State chest measure. Shipping weight, 2 lbs. 14 oz.

41V629—Cocoa Brown Suede Leather Jacket.$7.89

HE WANTS A NEW JACKET!







All Wool Sport Back Model

- Extra heavy 32-oz. all wool melton
- Sport back with yoke and inverted center pleat. Half belt with two pleats. Slide fastener front.

For the boy on your Christmas list! High grade—all wool winter jackets. Fine style and quality tailoring.

SIZES: 6, 8, 10, 12, 14, 16, 18 yrs. State age-size. Shpg. wt., 2 lbs. 2 oz.

40 V 3556—Dark Blue All Wool Windowpane Check Jacket....$3.69
40 V 3583—Plain Navy Blue All Wool Jacket $2.95

Water Repellent Jacket

- Body (front and back) and collar of a thick, warm, wool-like cotton pile fabric treated to repel rain.
- Front facings, sleeves, bottom, and belt are sturdy artificial leather.
- Lined with warm cotton suedine.
- Slide fastener front. Adjustable belt.

A jacket is sure to please him!

This model is styled after a $10.00 jacket! Ready to protect him from snow, sleet, or rain! A real bargain, too.

SIZES: 8, 10, 12, 14, 16, 18 years. State age-size. Shpg. wt., 2 lbs. 6 oz.

40 V 3631—Water Repellent Medium Brown Utility Jacket.......$2.98

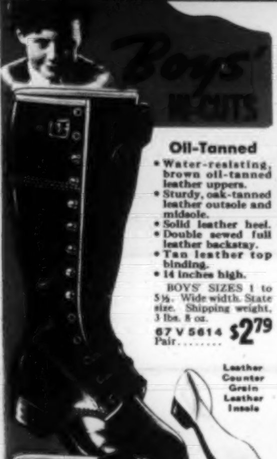
Jubilee Special Value

- Heavy 32-oz. all wool melton cloth in a new plaid pattern. Double breasted style with all around belt.

Value headliner—and no wonder! Look at the style—the smart all wool plaid—**and look at the price!** Has four big pockets . . . Piped seams. Can you think of a better Christmas gift for a boy!

SIZES: 6, 8, 10, 12, 14, 18 yrs. State age-size. Shpg. wt., 4 lbs. 10 oz.

40 V 3794—Blue Plaid Mackinaw..........................$4.89
40 V 3795—Brown Plaid Mackinaw.......................... 4.89

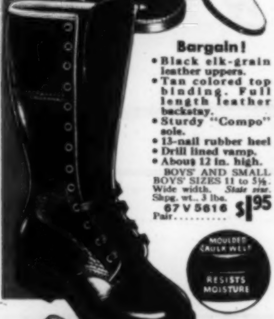


Oil-Tanned

- Water-resisting, brown oil-tanned leather uppers.
- Sturdy, oak-tanned leather outsole and midsole.
- Solid leather heel.
- Double sewed full leather backstay.
- Tan leather top binding.
- 14 inches high.

BOYS' SIZES 1 to 5½. Wide width. State size. Shipping weight, 3 lbs. 8 oz.

67 V 5614 Pair......... $2.79

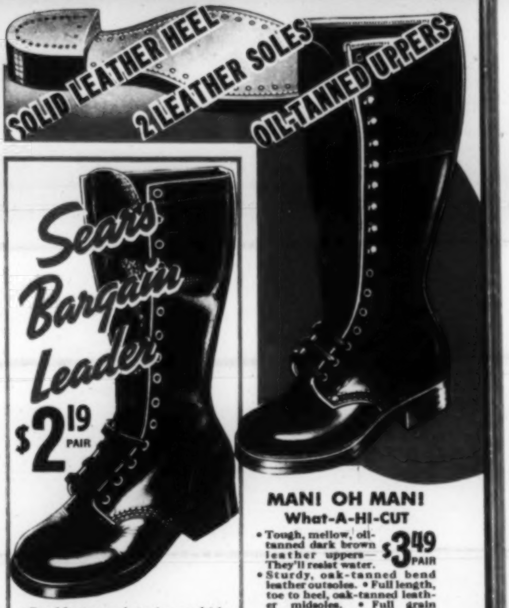


Bargain!

- Black elk-grain leather uppers.
- Tan colored top binding. Full length leather backstay.
- Sturdy "Compo" sole.
- 13-nail rubber heel
- Drill lined vamp.
- About 12 in. high.

BOYS' AND SMALL BOYS' SIZES 11 to 5½. Wide width. *State size.* Shpg. wt., 3 lbs.

67 V 5616 Pair........... $1.95



Sears Bargain Leader

$2.19 PAIR

- Double-tanned grain cowhide leather vamps.
- Sturdy, black split cowhide leather uppers. • Sure-Grip "Compo" soles.
- Durable grain leather insoles.
- Inside leather counter pocket.
- Full, double sewed leather backstays. • 13-nail rubber heels.
- About 15½ inches high.

MEN'S SIZES 6 to 11; also 12. Wide width. *State size.* Shpg. wt., 4 lbs. 4 oz.

67 V 4962—Pair.............. $2.19

MAN! OH MAN!
What-A-HI-CUT

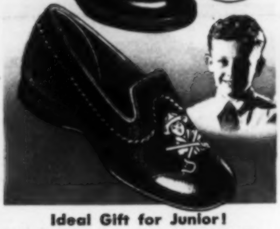
$3.49 PAIR

- Tough, mellow, oil-tanned dark brown leather uppers—They'll resist water.
- Sturdy, oak-tanned bend leather outsoles. • Full length, toe to heel, oak-tanned leather midsoles. • Full grain leather insoles.
- 16 inches high.

Brass plated nailed and sewed soles. Tan colored top bindings add to their appearance. Inside leather counter pockets for added support. Double sewed full leather backstays. Comfortable, wide and roomy lasts.

MEN'S SIZES 6 to 11; also 12. Wide width. *State size.* Shipping weight, 4 pounds 10 ounces.

67 V 4964—Pair.... $3.49



Ideal Gift for Junior!

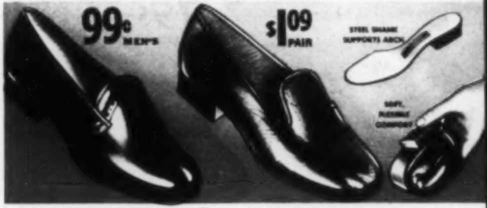
49c Pr.

- Comfortable brown felt uppers.
- Wear-resisting leather tip on toe.
- Soft, padded leather sole and heel.
- Popular design on vamp.

Inexpensive but what boy wouldn't be proud to slip into a pair on Christmas morning?

BOYS' SIZES 1 to 5. No half sizes. Wide width. *State size.* Shipping weight, 10 ounces.

67 V 3952—Pair........................ 49c



Men's and Boys' Sizes

- Comfortable, brown leather-like fabric uppers.
- Oak-tanned leather soles.
- Resilient, live rubber heels.

MEN'S SIZES 6 to 11. Wide width. *State size.* Shipping weight, 1 lb. 4 oz.

67 V 3910—Pair.................. 99c

BOYS' SIZES 1 to 5½. Wide width. *State size.* Shipping weight, 1 lb.

67 V 3964—Pair.................. 95c

Built-In-Arch Support

- Brown kidskin leather.
- Semi-hard leather soles.
- Springy rubber heels.

MEN'S SIZES 6 to 12. No half sizes. Wide width. *State size.* Shipping weight, 1 pound 2 ounces.

67 V 3917—Pair......... $1.09

4-STAR
JUBILEE SPECIAL
for Christmas

FOR COMPLETE SELECTION SEE OUR BIG CATALOG

Exactly what I want!

Nothing Like Slippers for a Practical Gift!

Hand Turned

- Brown elkgrain leather uppers.
- Oak-tanned leather soles
- Live rubber heels.

MEN'S SIZES 6 to 11. No half sizes. Wide width. State size. Shipping wt., 1 lb. 6 oz.

67 V 3914
Pair........**$1.39**

Felt Everett

- Brown felt uppers with sturdy leather toe.
- Soft, padded leather sole and heel.
- A grand value!

MEN'S SIZES 6 to 12. No half sizes. Wide width. State size. Shipping wt., 12 oz.

67 V 3916
Pair..........**59c**

"OLD RELIABLE"
Sears Finest

$1.79 Pair

- Kidskin leather
- Oak leather soles
- Leather midsoles
- Leather lined quarters.
- Elastic side gorings.
- Durable drill lined vamps.
- Leather lined pull tabs.
- Comfortable rubber heels.
- Stitchdown construction.
- 5 inches high at back.

Give him a pair for Christmas. They're Sears finest and the finest you can buy regardless of price.

MEN'S SIZES 6 to 11; also 12. Wide width. State size. Shpg. wt., 2 lbs.

67 V 3936—Brown. Pair...**$1.79**

89c Men's **39c** Pr. **79c** Men's

Moccasins

- Brown split leather uppers, leather collar.
- Padded leather soles and heels. • Felt lining.

No half sizes. Wide width.

MEN'S SIZES 6 to 12. State size. Shpg. wt., 13 oz.

67 V 3915—Pair....**89c**

BOYS' SIZES 1 to 5. State size. Shpg. wt., 11 oz.

67 V 3951—Pair... **79c**

Leather Toe Cap

- Soft gray felt uppers.
- Soft, padded, comfortable chrome leather soles and heels.

Kid leather toe cap prevents scuffing through.

MEN'S SIZES 6 to 12. No half sizes. Wide width. State size. Shpg. wt., 12 oz.

67 V 3909—Pair....**39c**

Soft Leather

- Long-wearing, brown elk-grained leather uppers.
- Padded chrome leather soles and heels.

No half sizes. Wide width.

MEN'S SIZES 6 to 12. State size. Shpg. wt., 12 oz.

67 V 3919—Pair......**79c**

BOYS' SIZES 1 to 5. State size. Shpg. wt., 11 oz.

67 V 3959—Pair.... **69c**

$1.39 Pr.

"CAVALIER" Boots

- Fine black kidskin.
- Soft, padded leather soles and heels.
- Dark brown sheepskin cuffs. • Fleece lined vamps and quarters provide added warmth.

MEN'S SIZES 6 to 11. No half sizes. Wide width. State size. Shipping weight, 15 ounces.

67 V 3925—Pair.....**$1.39**

79c Men's **$1.45** Men's

Men's and Boys' Sizes

For Men and Boys!

- Sheepskin pelt wool slippers.
- Chrome tanned natural color leather outsoles.

No half sizes. Wide width.

MEN'S SIZES 6 to 12. State size. Shpg. wt., 14 oz.

67 V 3908—Pair......**79c**

BOYS' SIZES 1 to 5. State size. Shpg. wt., 12 oz.

67 V 3962—Pair.... **75c**

New! Warm!

- Sheepskin pelt uppers with turn-up collar. • Leather soles and rubber heels.

No half sizes. Wide width.

MEN'S SIZES 6 to 12. State size. Shpg. wt., 1 lb. 6 oz.

67 V 3937—Pair....**$1.45**

BOYS' SIZES 1 to 5. State size. Shpg. wt., 12 oz.

67 V 3963—Pair....**$1.35**

CHILDREN'S

35c

MOTTLED RED FELT WITH BLUE TIP AND CUFF

High and Cozy!

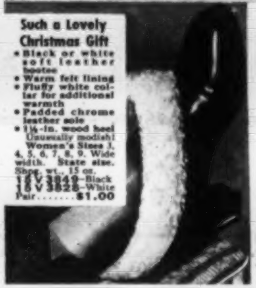
- Warm felt; blue leather-like fabric tip protects toe
- Soft chrome leather sole

Tots', Girls' and Boys' Sizes 6, 7, 8, 9, 10, 11, 12, 13, 1, 2. Wide width. State size. Shipping weight, 8 ounces.

15 V 904—Pair.....**35c**

Slippers for me, too!

Sears Have Finest Styles and Best Values!



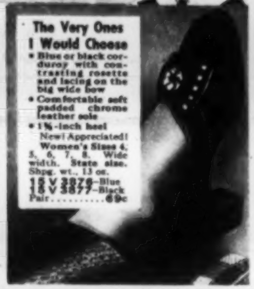
Such a Lovely Christmas Gift

- Black or white soft leather bootee
- Warm felt lining
- Fluffy white collar for additional warmth
- Padded chrome leather sole
- 1½-in. wood heel

Unusually modish!

Women's Sizes 3, 4, 5, 6, 7, 8, 9. Wide width. State size. Shpg. wt., 15 oz.

15 V 3849—Black
15 V 3828—White
Pair........$1.00



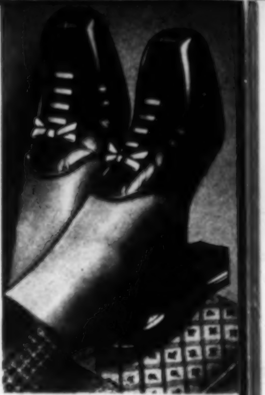
The Very Ones I Would Choose

- Blue or black corduroy with contrasting rosette and lacing on the big wide bow
- Comfortable soft padded chrome leather sole
- 1⅝-inch heel

New! Appreciated!

Women's Sizes 4, 5, 6, 7, 8. Wide width. State size. Shpg. wt., 13 oz.

15 V 3876—Blue
15 V 3877—Black
Pair............69c



Beautiful . . . New . . Smart!

SQUARE HEEL

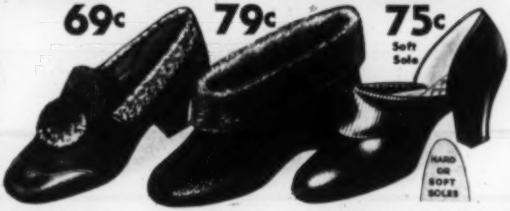
ONLY 89c PAIR

- Blue or black kid high vamps with contrasting laced effect
- Glossy black leather-like fabric quarters.
- Square 1½-inch heels
- Soft padded chrome leather soles

Last word in Christmas slippers. Sleek, graceful, up-in-front style.

Women's Sizes 4, 5, 6, 7, 8. Wide width. State size. Shpg. wt., 13 oz.

15 V 3874—Blue and Black
15 V 3875—Black. Pair.......89c



Solid Comfort

- Soft felt
- Kid tip
- Easy padded cushion chrome leather sole
- 1-inch wood heel

Women's Sizes 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping wt., 14 oz.

15 V 3841—Blue.
15 V 3842—Oxford. Gray. Pair...........69c

Bootees for Me

- Leather-like fabric
- Fluffy collar—red on black; blue on white
- Padded leather sole

Women's Sizes 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping wt., 13 oz.

15 V 3866—Black.
15 V 3867—White.
Pair...................79c

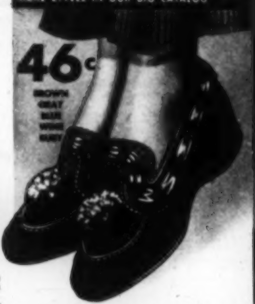
Colorful, Gay, Christmasy

- Red, blue or black leather-like fabric; black turn-down cuff
- Hard or soft leather soles
- Comfortable 1⅝-inch heels

Women's Sizes 4, 5, 6, 7, 8, 9. Wide width. State size. Shpg. wt., 15 oz.

Soft Leather Sole	Hard Leather Sole
15 V 3858—Red.	15 V 3863—Red.
15 V 3859—Blue.	15 V 3864—Blue.
15 V 3860—Black.	15 V 3865—Black.
Pair..........75c	Pair..........95c

MORE STYLES IN OUR BIG CATALOG



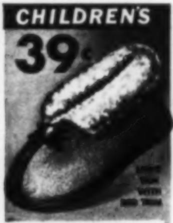
Festive Christmas Bargain

- Serviceable, heavyweight felt with pompon and ribbon trimming
- Soft padded chrome leather soles

With five attractive colors to choose from, you can give these to several on your Christmas gift list. Very low priced for this better grade of felt.

Women's Sizes 3, 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping wt., 10 oz.

15 V 3792—Brown.
15 V 3793—Gray.
15 V 3794—Blue.
15 V 3796—Wine.
15 V 3797—Ruby.
Pair 46c

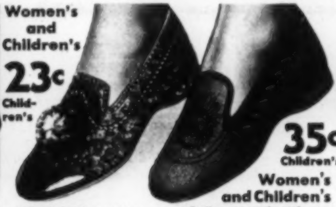


Warmth Galore!

- Natural sheepskin with sheep's wool next to foot
- Double leather soles

Tots', Girls' and Boys' Sizes 6, 7, 8, 9, 10, 11, 12, 13, 1, 2. Wide width. State size. Shipping weight, 7 ounces.

15 V 933—Pair.....39c



- Mottled felt; pompon
- Soft chrome leather sole

Wide width. State size.

Women's Sizes 4, 5, 6, 7, 8, 9. Shipping weight, 7 oz.

15 V 3823—Brown.
15 V 3824—Gray.
15 V 3825—Blue.
Pair............................35c

Tots', Girls' and Boys' Sizes 5, 6, 7, 8, 9, 10, 11, 12, 13, 1, 2. Shpg. wt., 7 oz.

15 V 914—Red. Pair...23c

- Indian moccasin style, tan suede-like fabric; contrasting brown collar
- Warmly lined throughout
- Soft chrome leather sole

Wide width. State size.

Women's Sizes 3, 4, 5, 6, 7, 8, 9. Shipping weight, 11 oz.

15 V 3832—Pair....45c

Girls' and Boys' Sizes 9, 10, 11, 12, 13, 1, 2. Shipping weight, 10 ounces.

15 V 905—Pair.....35c

ROYAL PURPLE

Hosiery Beauty that no one forgets

FINE SILK . . RINGFREE FULL FASHIONED

Now IN SPECIAL INDIVIDUAL *Gift Folders*

She'll like her favorite stockings all the more when she sees each pair Cellophane wrapped and enclosed in the red and white Christmas gift card folder. No extra charge for this! All the stockings listed below come in the smartest of winter colors: Townwear! Flattery! Smoke! British Tan! Ambertan! Browntone! Greytone! Black Magic! Sizes 8½, 9, 9½, 10 and 10½. State size and color. Shipping weight, pair, chiffons, 4 oz.; service weight, 5 oz.

None Lovelier Than These Chiffons

$1.24 Pair

Usual $1.65 Value

Imagine her delight when she sees these gossamer sheer chiffons through their Cellophane wrapping, in a gay red and white Christmas folder! Our finest and loveliest. They're the new Crepe Twists that are such a sensation in fashion circles—they're so much sheerer, so much longer wearing than others of the same weight. Exquisite 51-gauge silk in clear flawless ringfree texture. Seams beautifully fine; graceful French heels. Full fashioned. The very smartest colors, including Black Magic everyone's wearing. Every thread silk, even the reinforcements in soles, heels and toes. State size and color, see above.

86 V 561—Extra sheer 51-gauge silk chiffons

She'd Say . . "Give Me 'Hosiery Perfection'"

89c Pair

Usual $1.35 Value

Chiffons of clear gossamer loveliness! The perfect Christmas gift, now in transparent Cellophane, enclosed in a Christmas folder. They're extra fine quality silk, that doesn't twist on the leg—straight seams stay straight. Choice of a misty sheer 2-thread weight or walking chiffons just a bit heavier. Both *look* even sheerer than they are . . . wear even longer . . . they're Crepe Twists! The newest sensation in chiffon stockings! Beautifully finished throughout! Full fashioned! Fine seams! Dainty tops! For extra wear, a "heel-within-a-heel," and silk reinforcements in soles, heels and toes. For sizes and colors, see above.

86 V 750—Extra sheer 2-thread chiffon
86 V 755—Walking chiffons (slightly heavier)

If She's Practical . . . Give Her These

69c Pair

She'll love to open the folder and see these! They're for the luxury-lover who is practical enough to want her stockings to WEAR! We don't know of another stocking with so many genuine wear features at so low a price. Full fashioned of beautiful, fine ringfree silk, clear and flawless. Their water spot-proof finish keeps them beautiful in all kinds of weather. Double picot stops garter runs. "Super-strength" mercerized cotton reinforcements in toe, heel and sandal sole. True Royal Purple quality with every Royal Purple feature of beauty and wear. State size and color, see above.

CHIFFON-WEIGHT

86 V 615—Silk picot tops. Silk over mercerized cotton toes, soles and heels.

SERVICE WEIGHT

86 V 552—Picot tops, heels and soles are mercerized cotton.

Super Value

FULL FASHIONED AND PURE SILK

47c A Pair

It's a "gift" when you can buy full fashioned silk stockings for this price! Especially when they're this grand long wearing quality, in RIGHT winter colors! Strictly first quality. Fresh live pure silk, twisted for dullness. Fashion right curved heels, sandal soles. Invisible run-stop.

Colors: British Tan, Ambertan, Townwear, Greytone, Flattery or Smoke. Sizes 8½, 9, 9½, 10, 10½. State size and color. Shpg. wt., pair, 3 oz.

CHIFFON WEIGHT

86 V 746—Silk tops. Silk over cotton toes, soles, heels.

SERVICE WEIGHT

86 V 546—Mercerized cotton toes, soles, heels, tops.

Where else can you find
SILK STOCKINGS
Actually Made
RINGFREE
at this price?

35c Pair

Not the lowest priced silk stockings you can buy—but the clearest, loveliest at this price. Extra fine gauge! Seam effect back with mock fashion marks. Invisible garter run-stops. French heels; sandal soles. Cotton inside the soles. Mercerized cotton heels and toes.

Colors: British Tan, Ambertan, Townwear, Greytone, Flattery, Smoke. Sizes 8½, 9, 9½, 10, 10½. State size, color. Shipping weight, pair, 3 oz.; 3 pairs, 7 oz.

86 V 660—CHIFFON WEIGHT silk picot tops

86 V 440—SERVICE WEIGHT mercerized cotton tops.

Pair..............**35c** **3** pairs.........**$1.00**

For Other Hosiery, See Our General Catalog.

Look!

ROYAL PURPLE QUALITY

For Only 57c A Pair

RINGFREE

FULL FASHIONED SILK

CHIFFON OR SERVICE

Royal Purple is a magic name in hosiery! It means greater loveliness that flatters . . . higher quality that pays for itself in wear. What a joy to find them at this price! Ringfree . . . that's unusual except in higher priced stockings. Knit of fresh, live, high twist permanently dull silk, they're fine gauge, clear and flawless. Full fashioned for perfect fit. Picoted tops. Reinforced heels, toes and soles for longer wear.

Colors: Townwear, Flattery, Smoke, Ambertan, Browntone or Greytone. Sizes 8½, 9, 9½, 10, 10½. State size and color. Shipping weight, pair, 3 ounces.

CHIFFON WEIGHT

86 V 650—Double silk tops. Silk soles, heels, toes reinforced with mercerized cotton.

SERVICE WEIGHT

86 V 540—Heavier silk for extra wear. Mercerized cotton tops, toes, soles and heels.

Extra Fine Gauge WOOL and SILK 69c A Pair

You could hardly tell these weren't all silk stockings—except that they're so much warmer. Three threads of silk are plated over extra fine wool to give you all the smartness, all the warmth you could wish for. Fine 4-thread mercerized cotton heels and toes. Double soles give extra wear. French heels. Seam effect back.

86 V 2570

Colors: Black, Townwear, Gunmetal, Nubrown, Woodbrown, French tan. Sizes 8½, 9, 9½, 10, 10½. State size and color. Shipping weight, pair, 4 ounces.

"You Sure picked a winner dear"

PART WOOL

19c PR. 3 PRS. 55c

Buy him the socks he would pick for himself—that's the way to please him on Christmas. He'll like the bright, clear patterns that give these socks their style. He'll enjoy the warmth of their part wool yarns. These socks are a grand combination of warmth . . . of style . . . of long wear. A perfect blending of cotton and lustrous rayon with about 10% wool for warmth. Cotton reinforced heels and toes. Seamless feet.

86 V 4991—Assorted colors and patterns. Sizes 10, 10½, 11, 11½ and 12. State size. Shpg. wt., pair, 3 oz.; 3 prs., 7 oz. For Other Hosiery Bargains, See Our Big General Catalog.

Silk Socks

EVERY MAN WANTS THEM

PLAIN 23c A PAIR

CLOCKED 25c A PAIR

Please him with a half dozen pairs of these fine silk socks. Practical, dressy. Fine rich pure thread silk, with a soft dull luster . . . clocked or plain. For extra long wear, extra reinforced heels and toes. Mercerized cotton heels, toes, soles, ribbed tops. Silk over mercerized cotton high spliced heels. Seamless feet.

Colors: Black, Navy blue, Gray or Brown. Sizes 10, 10½, 11, 11½, 12. State size and color. Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces.

86 V 1908—Plain; Without clocks..............23c pair; 3 pairs.....65c

86 V 1905—With two-tone embroidered clocks.....25c pair; 3 pairs.....70c

Great FOR GIFTS... *Great* FOR YOURSELF!

REAL GIFT *for* REAL BOYS

23c PAIR 2 PRS. 45c

Better looking than most . . . their patterns are sharper—their colors clearer! That's because they're knit of part mercerized cotton yarns; the rest good, firm cotton, selected for wear. Smart striped double cuffs, knit in the new ribbed effect boys go for. Knit-in Lastex garters. Reinforced heels and toes. Seamless feet.

86 V 4803—Oxford gray, Blue or Brown. Sizes 7½, 8, 8½, 9, 9½, 10, 10½ and 11. State size and color. Shipping weight, pair, 4 ounces; 2 pairs, 7 ounces.

Keeps-M-Up
Lastex is knit in entire top
Body of sock is full length

19c PAIR 3 PRS. 55c

Rayons with a "quality" look. Quiet patterns in self colors and silvery shades, the kind men are apt to pick for themselves. They like the Keeps-M-Up top, too. It has rows of Lastex knit throughout the entire top, so it stays up neatly without binding. Double soles. High spliced heels. Reinforced heels and toes.

86 V 4659—Black, Blue, Brown or Gray. Sizes 10, 10½, 11, 11½ and 12. State size and color. Shipping weight, pair, 3 ounces, 3 pairs, 7 ounces.

Fine Quality

29c PAIR 3 PRS. 85c

Give him the latest style! *Knit-in* patterns that stand out bright and clear . . . they're all pure silk. The socks themselves are rayon . . . an exceptionally fine gauge with a soft dull silk-like luster. Fine quality in every way. Patterned in up-to-the-minute designs. Longer wear is built into their double soles and mercerized cotton tops, toes and heels. You save more on three pairs!

86 V 4680—*Colors:* Black, Navy, Brown or Gray. Sizes 10, 10½, 11, 11½ and 12. State size and color. Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces.

WOMEN'S and CHILDREN'S UNDERWEAR

Special Purchase
WOMEN'S
RAYON
STRIPED
SUITS . .
Special Price!
32c
EACH

OUR FAMOUS
Flatter-ees
VESTS and
PANTIES
for
MOTHER and
DAUGHTER
Only
17c
Each Garment

"Specials" for Christmas selling; "special" in style, in quality, in price. Daintily fine with their glistening rayon stripes on soft cotton. Firm medium weight, just right for winter. Stretchy ribbed knit to give them a figure-flattering fit. Neat picot trim around neck and armholes. Adjustable drawstring. Arm shields. Reinforced crotch. These are priced so low, you can buy more suits with the money you save.

Cream color.

16 V 932—Sizes 36 to 44 inches bust. State size. Shipping weight, 5 oz.

If you want to please a little girl—give her underwear light, snug-hugging, springy—but warm! Give her Flatter-ees! Dainty as can be. Flat cotton shoulder straps that fit perfectly. Shaped in at the waist and legs. Flat elastic on the panty waistband. Lastex to keep the legs down. Double crotch for extra wear. They're tuck-knit of soft flesh pink cotton with glistening rayon stripes knitted in. She'll love them. **Color: Flesh pink.**

16 V 7246—Vest
16 V 7247—Panties

Sizes: Small (6 and 8 years); Medium (10 and 12 years); Large (14 and 16 years). State size. Shipping weight, each, 3 oz.

" Flatter-ees have a "gifty" look, they're so beautifully soft and light and come in such a lovely flesh pink color. A gift any woman will love to get, they snug so close to the figure—stretch so comfortably when she bends—feel so warm in spite of their light weight.

Knit of fine soft cotton in that new springy tuck-stitch. Knit rayon straps. Flat elastic waistband. Lastex at bottom of legs. **Color: Flesh pink.**

16 V 986—Vest
16 V 987—Panties

Sizes: Small (32–34); Medium (36–38); Large (40–42) inches bust or hip. State size. Shipping weight, each, 4 ounces.

Children!
RAYON STRIPED WAIST SUITS

27c EACH

Real winter warmth in these . . . but priced like lighter weight waist suits. They'll keep the youngsters grand and warm all winter long. True winter weight; firmly knit of strong select cotton; rayon striped for extra daintiness. Made in full comfortable sizes. Bartacked where ordinary suits give way first. Reinforcing straps take all the strain; plenty of buttons for attaching button-on garments. Short sleeve, trunk length style. 3-button drop seat. **Cream color.**

16 V 9168—Sizes to fit ages 2, 3–4 5–6 and 7–8 years. State age-size. Shipping weight, 6 ounces.

Rayon Striped
COTTON VESTS AND BLOOMERS

25c Each Garment

Soft and fine; high quality; daintily striped with glistening rayon. That's what makes them such nice gifts. Enormously popular—and they deserve their popularity. Nice medium weight for winter, soft cotton knit in elastic ribbed stitch so they're easy stretching, well fitting. Beautifully made and neatly finished. Bloomers have double crotch; elastic at waist and knees. And all sizes at the same low price. **Color: White.**

16 V 6628—Vests—low neck, sleeveless
16 V 6629—Bloomers—knee length

Sizes 34, 36, 38, 40, 42, 44 in. bust or hip. State size. Shipping weight, each, 6 ounces.

Special
10%
WOOL
UNION SUITS
PRICED EXTRA LOW
BECAUSE ITS OUR
Jubilee
ONLY
76c
EACH SUIT

WARM WINTER WEIGHT

Hard to believe—a 10% wool union suit at this price! Good quality, too, and warm winter weight. The cotton an extra strong good quality. Fine ribbed in easy-stretching, shape retaining stitch. Spring needle knit shaped collarette neck; always lies flat. Military inset shoulders can't sag or bind. Seams are smoothly flatlocked. Rayon trim. Long sleeves, ankle length with ribbed cuffs and anklets. **Color: Tan random.**

16 V 4090—Even sizes: 36 to 46 inches chest. State size.

Shipping weight, 1 pound 5 ounces.

HEAVY COTTON RIBBED UNION SUITS

Look at the Price!

ONLY
68c
EACH SUIT

Like bargains? Here you are! A **heavyweight** cotton union suit for the price of a lighter weight one. It's still our Jubilee year and bargains are at their peak! Closely knit of sturdier, heavier, cotton in an elastic ribbed stitch that fits neatly, stretches comfortably. Softly fleeced inside for warmth. Tubular knit rayon trimmed collar, military shoulders that won't sag or bind. Smooth flatlocked seams. Long sleeves, ankle length. Snug fitting ribbed cuffs and anklets. **Cream color.**

16 V 4080—Even sizes: 36 to 46 inches chest. State size. Shpg. wt., 1 lb. 5 oz.

EXTRA HEAVY COTTON SUITS

With Heavy
10%
WOOL FLEECING

ONLY
94c
EACH SUIT

FLAT KNIT

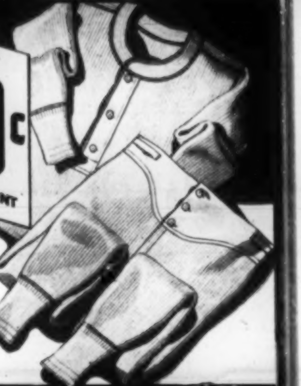
Here's just the right kind of union suit for the man who works outdoors in all kinds of winter weather. A big flat knit cotton suit that's not only extra heavy but has 10% wool in the triple thick inside fleecing! It's really sensational to find one at such a price! Buy all you need! Up to Sears high standard in every way.

Tubular knit neck for comfort. Full sizes. Long sleeves, ankle length. Ribbed cuffs and anklets. **Color: Tan random.**

16 V 6009—Even sizes: 36 to 46 inches chest. State size. Shipping weight, 1 lb. 7 oz.

Just think of it!
Warm WINTER WEIGHT
Ribbed Cotton
SHIRTS . . DRAWERS

ONLY
39c
EACH GARMENT



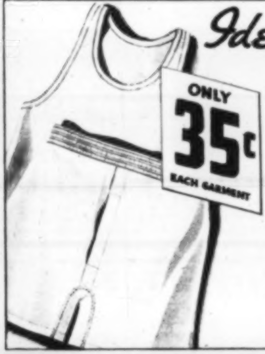
Bargains only Sears could offer during a Jubilee year. Lowest price anywhere for real winter weight shirts and drawers of this quality. Favorites with men who like wear. Their fine ribbing stays close-textured after washing—and always snaps back to shape. Full sized everywhere—no strain or pulling. Shirts have inset shoulders, rayon-trimmed collarette neck and ribbed cuffs. Ankle length drawers have double crotch with extra strong facing in front and around waist. Ribbed anklets. Cream color.

Undershirts
16 V 4052—Even sizes 34 to 46 inches chest. State size.

Drawers
16 V 4053—Even sizes 32 to 44 inches waist. State size.

Shipping weight, each garment, 14 ounces.

For Other Underwear Values, See Our Big General Catalog



Ideal for Gifts

ONLY
35c
EACH GARMENT

OUR FINEST QUALITY
Rayon Shirts and Shorts

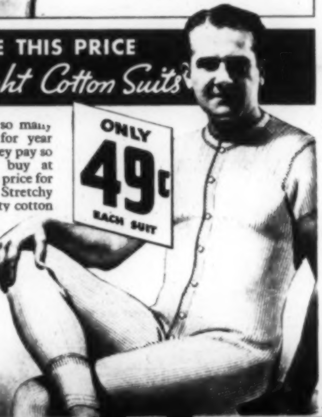
Here's a Christmas gift he'll like . . . peach, blue or white knit rayon shirts and shorts. An expensive looking quality with silk-like texture. Run-resistant, so they'll give the very most in wear. Shorts have all around Lastex waistband; fly front; double crotch. Shirts have deep-cut armholes.

Colors: White, Peach or Blue. State size and color.

16 V 5138—**Shirts.** Even sizes, 32 to 44 in. chest. Shpg. wt., 4 oz.

16 V 5141—**Shorts.** Even sizes, 28 to 42 in. waist. Shpg. wt., 6 oz.

COMPARE THIS PRICE
Light Weight Cotton Suits



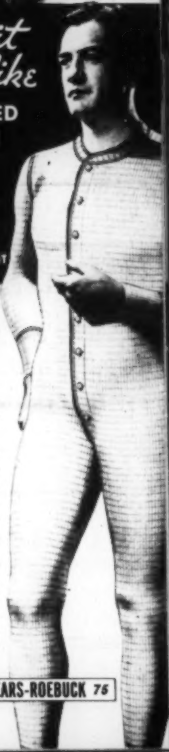
ONLY
49c
EACH SUIT

The light weight suit so many thousands of men like for year 'round wear. The kind they pay so much for—unless they buy at Sears! You can't beat this price for this quality—we **know**! Stretchy ribbed knit of good quality cotton yarns so it will wear long and fit comfortably. Well made in full sizes. Smooth flatlocked seams, well fitting collar; inserts in shoulders. Short sleeves, ankle length. **Color: White.**

16 V 4066 — Even sizes 36 to 46 in. chest. State size. Shpg. wt., 9 oz.

A Suit You'll like

FINE RIBBED COTTON
•
RAYON STRIPED
•
WARM
WINTER WEIGHT

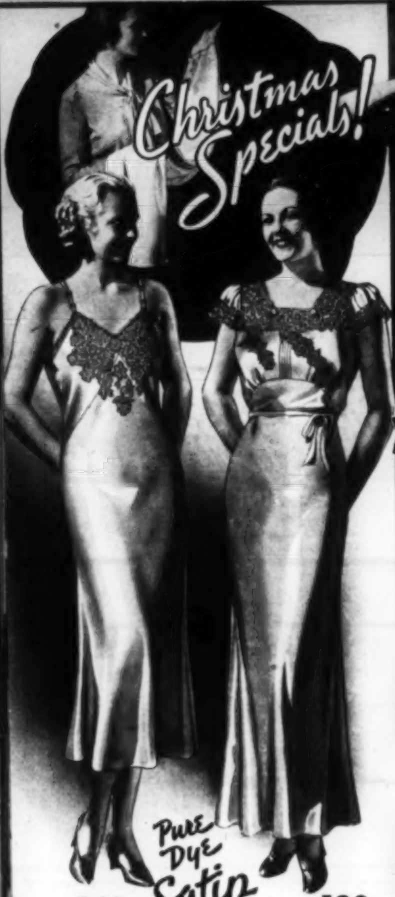


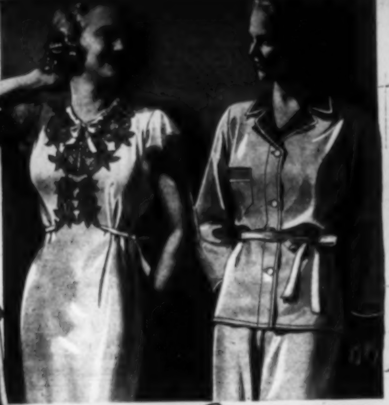
78c
EACH SUIT

A suit like those in men's specialty shops — that's how fine it is. Yet it's the popular winter weight that's warm outdoors, comfortable indoors. Fine, sturdy cotton finely knit in a figure-fitting ribbed stitch. Easy stretching, but always goes back to shape. Rayon stripes and rayon trim around the neck and down the front. Long sleeves, ankle length; ribbed cuffs and anklets. **Cream color.**

16 V 4060

Even sizes; 36 to 46 inches chest. State size. Shipping weight, 1 lb. 1 oz.





GIVE PRETTY *Nightwear!*

Knit Rayon Lace Trimmed Gown 95c

The prettiest GOWN we could find for your Christmas list! Note that different new drawstring neck; the handsome lace trimming; ribbon sash and tie. That's an especially nice shoulder line too . . . gracefully ruffled cap sleeves are always flattering. In better quality knit rayon—a gift BARGAIN!

Even sizes 34 to 44 bust. State size. Shpg. wt., 9 oz.

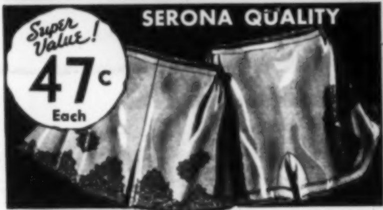
29 V 1180—Tearose
29 V 1181—Light Blue

Cotton Broadcloth Pajamas $1.00

If you have just $1 to spend for the lady with tailored tastes, you can't do better! Mannish 2-piece style pajamas now very much in vogue . . . with deep-tone facings, as sketched, like expensive, fine silk pajamas. Cotton broadcloth in good quality to wear and wash well—neatly made, nicely finished to look trim.

Even sizes 34 to 44 bust. State size. Shpg. wt., 11 oz.

29 V 1020—Blue
29 V 1021—Tearose



$1.49 Slip

Christmas Gift Deluxe! A soft, heavy pure dye silk satin slip, with every seam **double** stitched for longer wear! California top, front and back. Lavishly trimmed with cord lace. Adjustable straps. Simulated hand rolled hem. A fine Yuletide value! Length, about 47 inches.

Even sizes 32 to 44 in. bust. State size. Shipping weight, 8 ounces.

29 V 3796—Tearose

$1.98 Gown

A gorgeous gown that looks dollars more than our Christmas Sale Price! An extra heavy pure dye silk satin, bias cut, with cap sleeves and loads of exquisite lace! Fine detail throughout! Tiny tucks, rosettes, simulated hand rolled hem. And the colors are even lovelier in satin! Length, about 52 inches.

Even sizes 34 to 44 inches bust. State size. Shipping weight, 10 ounces.

29 V 900—Tearose
29 V 901—Blue

OUR FINEST KNIT RAYONS

You can't buy finer knit Rayon Undies, no matter what you pay! They're Serona, our best quality—so closely knit of such fine yarns, they have a woven look . . . are exquisitely soft, dull and full bodied. Seams are strongly stitched, crotches all reinforced. Lace is a lovely strong quality—attractive to look at . . , made to wear! Priced NOW—at a great Christmas SAVING!

BAND FRONT PANTIES

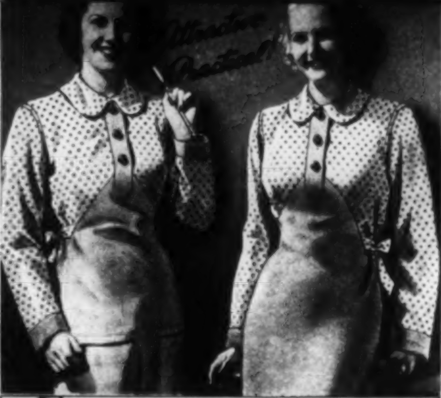
Lace trimmed edge and appliques. Lengths 17 and 19 inches. State length wanted. Shipping weight, 6 ounces.

29 V 4083—Tearose... 47c

BAND FRONT STEP-INS

Slashed side openings. Lace appliques. Lengths 17 and 19 inches. State length wanted. Shipping weight, 6 ounces.

29 V 4084—Tearose... 47c


Attractive, Practical!

Flannelettes IN GIFT BOXES

Pajamas
PRINCESS STYLE $1.19

Nicely boxed, ready to wrap and tag! The smartest flannelette pajamas imaginable—the gift pretty AND practical! Note new princess style of blouse, a bias effect that makes for slim, slenderizing fit. Polka-dot and plain flannelette charmingly combined and a firmly-woven substantial quality to give good service. You won't find many such nice gifts at just $1.19!

Even sizes 34 to 44 inches bust. State size. Shipping weight, 1 lb. 5 oz.

29 V 9202—Flesh
29 V 9203—Blue

Gown
PRINCESS STYLE 98c

Comes in a box neatly folded! Wrap it up, your gift is ready! Did you ever see a prettier, smarter gown in flannelette? The new princess style, bias effect for trim and slender fit; plain and polka-dot combined for charm; and flannelette in good quality for warmth and wear. Such fine value at 98c, we expect a rush of Christmas orders.

Even sizes 34 to 44 inches bust. State size. Shipping wt., 1 lb. 5 oz.

29 V 9208—Flesh
29 V 9209—Blue

GIFTS FOR GIRLS

Economy gifts! Life-savers if you have schoolgirls on your list! Where's the girl who isn't thrilled by pretty undies . . . panties or bloomers (or both) made elegant with lace and dainty rosebuds? Even at just 29c, these are good quality knit rayon (plain stitch), and gifts to be proud of! Made in the style schoolgirls like best—yoke front, elastic at back.

Ages 4, 5-6, 7-8, 9-10, 11-12, 13-14 yrs. State age-size. Shpg. wt., ea., 5 oz.

PANTIES
29 V 2300
Tearose.........29c

BLOOMERS
29 V 2301
Tearose.........29c

—silk crepe or rayon taffeta

Surprise her with a dress-up slip! Here's the style best liked for girls, with built-up top, ruffle at bottom. And here's the dainty touch—Val lace around the ruffle, neckline, and armholes. Good quality materials, and—VALUE PRICED to interest Christmas shoppers.

Ages 4, 5-6, 7-8, 9-10, 11-12, 13-14 years. State age-size. Shpg. wt., ea., 5 oz.

Silk Crepe Weighted.
29 V 2001—Tearose 79c

Rayon Taffeta.
29 V 2002—Tearose 49c

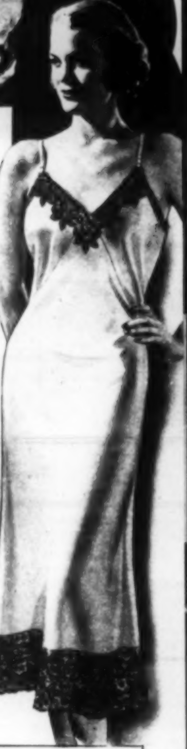
Thank You, Mr. Santa!

This

**Lovely Slip
Boasts a
WIDE
LACE
BOTTOM**

Yet it costs

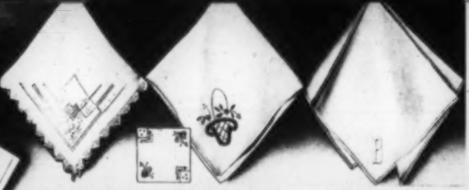
Only $1.00
Rayon Crepe



Look at the width of the lace at the bottom—remember this is a dollar slip—and you'll realize what a value you are getting! It's handsome cord lace, with narrow edging all 'round California top, with extra wide lace at V front! Fine quality pure dye rayon crepe with the luxury look of silk, the wearing-and-washing strength of rayon. Slim bias cut, double stitched seams throughout! Special Christmas price for a specially handsome gift slip! Length, about 47 inches.

Even sizes 32 to 42 inches bust. State size. Shipping weight, 7 ounces.

29 V 3797—Tearose $1.00



HANDKERCHIEFS • SPECIALS FOR • CHRISTMAS GIFT LISTS

Fast Color Cottons

About the most inexpensive **nice** gift you can give. Asst'd woven color borders, prints and all white cotton 'kerchiefs! Hemmed and hemstitched. **Asst'd sizes abt. 9½ to 11 in. square.**

6 for 13c

25 V 2360
Shpg. wt., 3 ounces.

Dainty! Hand Made

WHITE LINEN 23c Each

—Size, abt. 11x11 In.

For a gift of beauty and quality, choose this all **hand made white** linen handkerchief! White mosaic embroidery adorns one corner. Narrow hand made lace edging. Patterns may vary. Shipping weight, 2 oz.

25 V 2367
Each................**23c**

Hand Embroidered

PURE LINEN 15c Each

Size, abt. 10¾x10¾ In.

Multi-color hand embroidery in all four corners. Hand rolled edges on fine quality white linen. Dainty handkerchiefs you'll be proud to give as gifts. One of our specials. Shpg. wt., 2 oz.

25 V 2362
Each................**15c**

Initialed Linen

6 for 29c

—Size, abt. 10x10 In.

Everybody's favorite—snowy white linen with white embroidered initial—at a special price! Narrow hemstitched hem. All initials except I, O, Q, U, V, X, Y, Z. **Print initial.** Shipping weight, 3 oz.

25 V 2395
6 of one initial **29c**

Fine Cotton

—Size, abt. 10x10 In.

Multi-colored embroidery on soft white cotton, attractively boxed for gifts. **Looks** much higher priced! Assorted designs similar to illustration. 1/16-in. hemstitched hems. Shipping weight, 5 ounces.

3 **25V2365** in gift box. **17c**

Assorted Linens

—Size, abt. 9¾x9¾ In.

All beauties—all bargains! White linen with colored hand embroidery and applique—or white with white hand embroidery and applique. **State choice.** 3 of one kind to a box. Assorted designs. 1/16-in. hemstitched hems. Shipping weight, 5 oz.

3 **25 V 2366** in Box.........**37c**

Assorted Cotton Prints

—Size, abt. 11x11 Inches

Leaf designs, confetti effects, florals—such bright patterns as you'd never expect in 'kerchiefs priced so low! All fast color—all firmly woven cotton with neatly hemmed edges. You'll almost believe in Santa Claus when you see what values these are. Shipping weight, 3 oz.

12 for **25 V 2361**...............**35c**

Popeye Prints

—Size, abt. 9¼x9¼ In.

Children's hero—spinach eating Popeye, the sailor man! For Christmas or on any occasion, they'll be thrilled to get these white cotton handkerchiefs with assorted fast color printed poses of Popeye. 1/16-inch hemstitched hems. Shipping weight, 5 ounces.

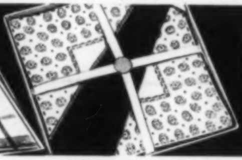
3 **25 V 2363** in Box............**19c**

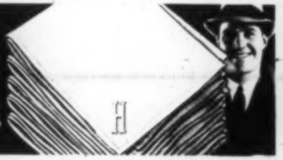
Shirley Temple . . . Linen

—Size, abt. 8½x8½ Inches

America's darling—in print! For your child's gift! No trouble making kiddies carry handkerchiefs with Shirley's pictures on them! Real linen with assorted printed designs of Shirley, in assorted fast colors. 1/16-inch hemstitched hem. Shipping weight, 5 ounces.

3 **25 V 2364** in Box...............**49c**





Men's, Boys' Gift Boxes

Ⓐ A man's gift! Good quality white cotton handkerchiefs with assorted fast color woven borders to decorate coat pockets! Hemstitched. **Size, abt. 16¼x16¼ in.** Shpg. wt., 7 oz.
25 V 2564—3 in Gift Box............**39c**

Ⓑ Like dad's! White cotton handkerchiefs with assorted fast color woven borders. Hemstitched. **Size, abt. 14x14 in.**
25 V 2536—Shpg. wt., 5 oz. **3** in Box.**25c**

Tie and Handkerchief Set

Gift special! Men's silk handkerchief has white center, hand blocked colored print borders, hand rolled edges. **Size, abt. 16½x17 Inches.** Good quality lined rayon tie in solid colors to match. **Colors: Navy, Brown, Green or Maroon. State color.** Assorted patterns. Shipping weight, 7 ounces.

25 V 2567—Set, in Box......**49c**

Men's Initialed Cotton

One of our best sellers! Practical, neat and inexpensive . . . bargains at Sears low price. Give him a dozen or more of these long-wearing, fine quality, all white initialed cotton handkerchiefs. Popular ¼ inch hemstitched hem. **Size, about 16¾x17 inches.** Any initial except I, O, Q, U, V, X, Y, or Z. **Print initial.** Shipping weight, 4 ounces.

25 V 2566.................**6** for **39c**

Assorted Cotton Styles

—Size, abt. 16¼x16¼ Inches

Money left for other gifts when you take advantage of Sears savings! Long-wearing assorted cottons—plain white, white satin striped and asst'd fast color woven borders. All favorite men's styles! Some hemmed, some hemstitched.

Shipping weight, 4 ounces.

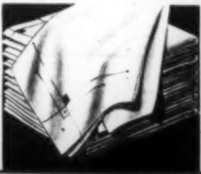
25 V 2565—**6** for... **23c**

Smartly Styled Linen

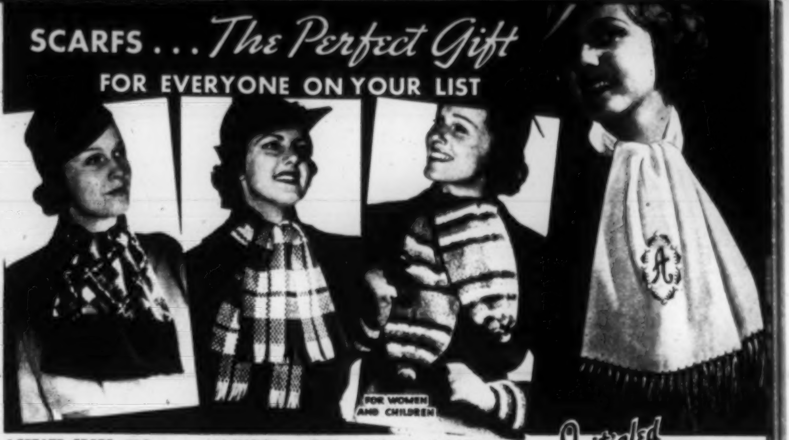
—Size, about 17x17 Inches

For that particular man . . . here's a handkerchief that's different! Fine white linen with rolled edges. **Red, Blue or Brown** drawn threads and applique patches. **State Color.** Patterns may vary. True elegance—smart style, high quality . . . yet not high priced at Sears. Shipping weight, 2 ounces.

25 V 2568—Each....**15c**



SCARFS . . . *The Perfect Gift*
FOR EVERYONE ON YOUR LIST



ACETATE CREPE 59¢
Smartly Lined

So expensive looking! And so low priced! Smart, rough acetate crepe in a soft, broken plaid, lined with Rayon crepe. Size, 41x8½ in. Self fringed edges.

PREDOMINATING COLORS: Navy, Brown, Wine or Green. *State color.* Shipping weight, 7 ounces.

18 V 4272..............**59¢**

ALL WOOL 27¢
Everyone Needs It

To boys and girls! To grown-ups! Give this soft, warm protection against zero weather! Bright, gay woven plaids. Size: 8½x42¾ inches.

PREDOMINATING COLORS: Brown, Red, Navy or Black with White. *State color.* Shpg. wt., 6 oz.

18 V 4270..............**27¢**

SCARF and GLOVE SET
Women's 98¢ Children's 85¢

Colorful, Warm Scarf and Glove Set. About 60% soft, brushed wool. DOMINANT COLORS: Brown, Red, Green, Royal Blue. *State color.*

18 V 4273—Women's Set. (Scarf 43½x6 in.) *State Glove size*..**98¢**

18 V 4274—Children's Set. *State age for Glove size*..............**85¢**

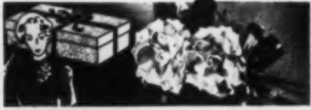
Shipping weight, each, 12 oz.

Initialed WHITE SILK SCARF 59c
For All Ages . . . All Costumes!

Her initial makes it a more personal, thoughtful gift! Hand knotted fringe, shows it's the more wanted, better scarf! Doubled heavy (weighted) silk crepe makes it richly correct! And the initial is handsomely done in solid, black and white embroidery that gives a truly expensive effect. Size 9x46 inches. *State initial wanted*—all initials except I, O, Q, U, V, X, Y and Z.

18 V 4271—White only...**59¢**

Shipping weight, 7 ounces.



GARDENIAS! A "Little" Gift that makes a Big Impression
29c

The finer, muslin gardenias that often sell up to 49c! 2 creamy-white blossoms, glossy green leaves, a spray of fern and tinsel ribbon—just as the florist makes a corsage! Daintily boxed (No ribbon on box).

18 V 4275—Shipping wt., 5 oz.

★★★★ 4-STAR SPECIAL UMBRELLA
Usual ~~$3.98~~ Value

Stunning *Initialed* Handle $2.79

Swiss Gloria—the very best (silk and cotton) cloth—famous for wear! Assorted patterns. Sturdy 16-rib frame! A gorgeous **initialed** gemstone handle with two blown flower designs inside. Every detail of the highly expensive umbrellas in this 4 Star Gift Special! The finest gift you'll find at this price! Wood rod. Matching tips and stub. Lgth., 21⅝ in. Colors: Black, Brown, Navy Blue. *State color and print initials if wanted.*

18 V 4532—Shipping weight, 1 lb. 5 oz..............**$2.79**

GENUINE BUFFALO BAGS
Guaranteed for One Year

$1.98 EACH
Gorgeous Initials Included

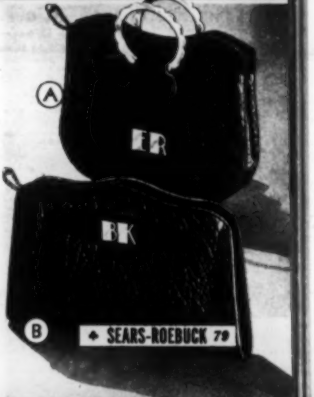
First time we've ever been able to offer bags of this famous, durable leather for less than $2.98! Genuine Water Buffalo, resists scuffs, scratches, is probably the longest wearing leather in popular use today. Printed, 1-year guarantee of the leather inserted in each bag, silent proof that it is a gift of high, lasting quality. Included are two smart initials that would ordinarily cost 25c each. Smart "Kover-Zip" fastened tops, fine rayon linings, attached frame coin purses, piped pockets . . . they're beauties!

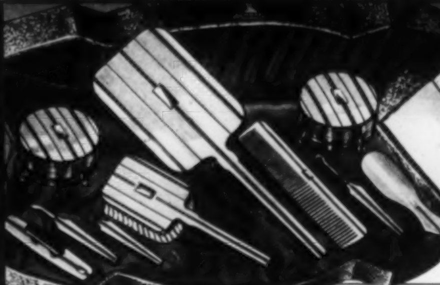
COLORS: Black or Brown. *State color. Print initials.*

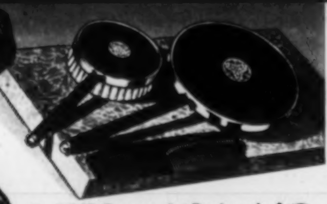
(A) **18 V 3202**—Size 8½ x 7 in. Prystal effect bracelet handles..............**$1.98**

(B) **18 V 3203**—Size 10½ x 7 in. Back strap handle.**$1.98**

Shpg. wt., each, 13 oz.







3 PIECE Dresser Set Designed in Smart Modern Shape 69c

Regular $1.00 Value—Save 1/3

A gift that will please—it's so useful . . . so attractively designed. Handsome celluloid backs on a metal base with bright metal rims. Smart circular shape. Metal center decoration. Some patterns may differ slightly from illustration, but we guarantee you will be pleased with the one we send. Set includes comb, brush and 12 inch overall heavy glass mirror. In the very popular **Black and three colors, Green, Ivory, and Orchid.** This quality has never before sold for less than 98c . . . it is one of our best buys and a perfect example of Sears value giving. Order early and be sure of getting one of these popular sets. Nicely packed in a neat box. **State first and second color choice.**

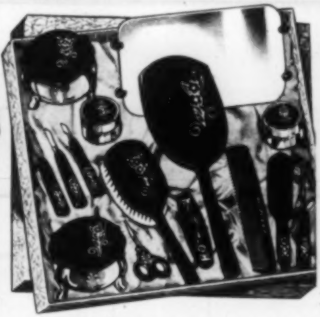
8 V 9726—Shipping weight, 2 lbs. 2 oz. **69c**

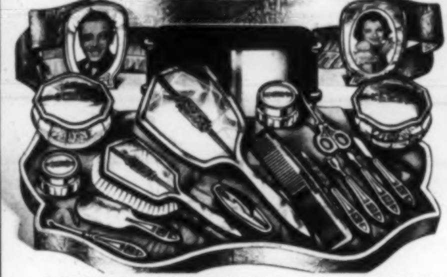
10 PIECE Leader Value Dresser Set in Fashionable Soft Lovely Colors $4.95

At Least a $10.00 Value

A lucky purchase brings a low price for you and a wonderful gift for HER! Sears made a volume purchase far in advance of the season—bought at close-out prices—and so can offer you this unrivalled value! Simple, yet effective modern lines. . . soft lovely colors . . . fine quality. Brush has fine, firm white bristles. 14-inch mirror is heavy, crystal-clear glass. Set includes, besides articles above mentioned, comb, nail file, cuticle knife, nail buffer, shoe horn, button hook and two useful utility jars. In attractive rayon-lined gift box. **Three colors: Nile Green, Eggshell** or **Rose. Specify 1st and 2nd color preference.**

8 V 9779—Shipping weight, 7 pounds 13 ounces **$4.95**





18 PIECES High Quality DuPont Pyralin The Complete Dresser Set $9.79

A Regular $20.00 Value

A rare buy in loveliness! Here's the "something very special" you've been looking for! A pattern chosen by style-wise women—and they thought it a $20.00 to $25.00 value! The colored sets are of Pyralin in a rich mother-of-pearl effect on jet black base. Hair brush is made with genuine white bristles that will stand repeated washings. Flawless beveled glass mirror about 13 in. long. Highest quality throughout! Attractive fully rayon lined gift box. **In Green, Rose and Maize. Also available in plain finish jet Black. State color wanted.**

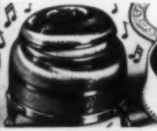
8 V 9727—Shipping weight, 12 lbs. 6 oz. **$9.79**

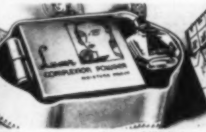
15 PIECE DuPont Pyralin Set Gracefully Smart Design $7.39

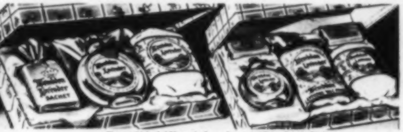
A Regular $15.00 Value

It's a dazzling value—priced low for this special Christmas Sale. You save over one-half—and you give her a present of lasting beauty—one that will always be admired and cherished! Exquisitely designed, it's sure to please. All pieces are decorated with a simple, graceful modern design, especially smart in black, as illustrated. Mirror has fine quality beveled glass and is about 12¾ in. long. Brush has high grade firm white bristles. Your choice of Four colors, **Black, Jade Green, Rose,** or **Maize.** Sears tremendous orders with DuPont alone make this stunning value possible! It stands out even among the hundreds of other fine values in this Christmas sale. ORDER YOURS NOW! In handsome gift case partially rayon lined. **State color.**

8 V 9782—Shipping weight, 9 lbs. 6 oz. **$7.39**







Musical Powder Box

Lift the cover—hear a delightful tune! Satin-finish metal. **Rose or Green color. State choice. $2.98 Value!** Height, about 3½ inches. Shipping weight, 1 lb. 8 oz.

8 V 9710 . . . . **$1.98**

Luxor Gift Set

$2.10 value! A Molded Plasticon jewel box for your dresser (50c value) and a regular 55c box of Luxor face powder, 50c value Gardenia perfume, and regular 55c value lipstick in shades to match the powder. Face powder in **Flesh** or **Rachel. State choice.** Shpg. wt., 1 lb. 4 oz.

8 V 9783 . . . . **98c**

Beautiful Wembdon Lavender Gift Sets

She'll love the lavender fragrance of these sets. Their crisp, exhilarating scent reminds one of an old fashioned English garden . . . and will be keenly appreciated by every fastidious woman. Both sets are attractively presented in rayon lined gift boxes. Truly a lovely Christmas present.

3-Piece Set

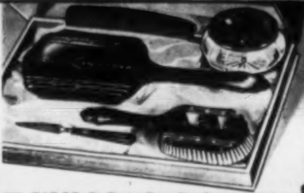
Contains lavender scented Soap, Cologne and Sachet. Smart Gift box measures 8x4½ inches. Shipping weight, 1 lb. 2 oz.

8 V 9770 . . . . **89c**

5-Piece Set

Contains lavender Soap, Talcum, Cologne and two packages of water softener. Gift box measures about 6x9 in. Shpg. wt., 2 lbs.

8 V 9771 . . . . **$1.49**



5 PIECE DuPont Pyralin Set $1.98

A Fine Christmas Value

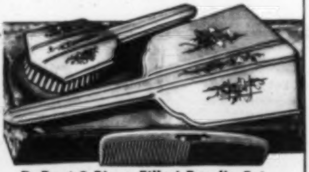
In Pretty Gift Box

It's welcome gift news when you can buy a handsome dresser set in a gift box for less than $2.00. Especially when it is made of good quality genuine DuPont Pyralin composition filled. Five pieces beautifully finished in colorful Rose or Green (also Black) with a smartly modern looking design. Consists of 13-inch mirror, brush, comb, nail file and glass powder jar. In lovely gift box partially lined with shimmering rayon. A $3.50 value. State choice of Rose, Green or Black.

8 V 9734—Shipping weight, 4 lbs. 8 oz. **$1.98**

Same Set in Paper Covered Gift Box

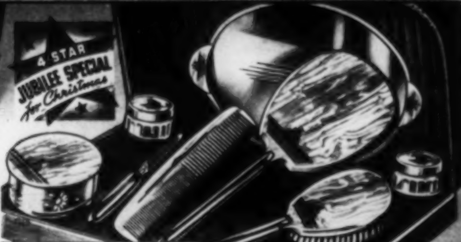
8 V 9743—*A $2.00 Value.* Shpg. wt., 3 lbs. 10 oz. **$1.39**



DuPont 3-Piece Filled Pyralin Set

A $1.50 Value. Thrift hit of the year! Good quality 13½-inch mirror, brush and comb set of DuPont pyralin composition filled in beautiful rayon lined gift box. Choice of Rose, Green, or Black, with contrasting color decorations. State color wanted.

8 V 9730—Shipping weight, 2 pounds. 3 Piece Set **98c**



Shattering All Values!

9 PIECE SET $9.79

$20.00 Value

DUPONT'S

FINEST QUALITY PYRALIN

- Created by a Famous Artist
- Glowing Transparent Shades
- Crystal Clear Handles
- Gorgeous Rayon Lined Box

Somebody on your gift list is going to get the thrill of her life when you give her this wonderful set for Christmas. If she knows values, and what woman doesn't, she'll guess $20.00 as the price you paid. And she would be right, except that on this set Sears is shattering every value precedent ever established on dresser sets. It was created by one of America's great artists . . . new lovely colors were developed . . . gorgeous pearl backing was used . . . and crystal clear handles in soft transparent shades were matched with the newly developed colors. Choice of Golden Maize, Rose Coral, or Blue Green. State choice. Shpg. wt. 7 lbs. 9 oz.

8 V 5618

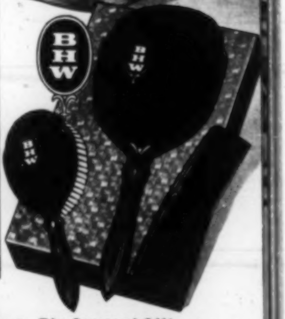
9-Piece Set.................. **$9.79**

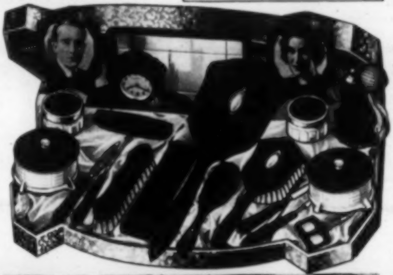
3-Piece Set

Same pattern. Comb, Brush and Mirror only in lovely gift box.

Shpg. wt., 4 lbs. 4 oz.

8 V 5617—*A $10 Value.* **$4.89**





20 Piece Set

For Only **$12.95**

One of those rare bargain opportunities. We bought all the manufacturer had of this set at a special price. It is equal in value to sets selling for $25.00 and up. Besides the good quality brush and clear vision 13-in. mirror there is a clock, atomizer, tray, 2 picture frames, and 13 other essential practical pieces. Elaborately set off by a gorgeous rayon-lined case. Colors — Black, Rose, Green and Maize. State choice. Shipping weight, 10 lbs. 14 oz.

8 V 9778 **$12.95**

The Personal Gift

3 Piece Monogrammed DuPont Pyralin Set $2.98

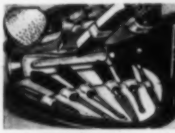
$5 Value

Here is a set that is sure of a warm welcome because of its personal touch. Choice of two or three initials mounted on the brush and 13-in. mirror. Each of these three lovely, practical pieces is designed in the latest up-to-the-minute style and of genuine DuPont solid pyralin. Choice of Black, Rose, Green or Maize. Presented in attractive paper covered gift box. **State color and specify initials.** Shpg. wt., 1 lb. 11 oz.

8 V 9780—3-piece Set.... **$2.98**

Same Three-Piece Monogrammed Set in Lined Gift Box

8 V 9781—Shpg. wt., 3 lbs. 8 oz.. **$3.79**



Heart Shaped Leather Manicure Case

A $5.00 Value. White rayon lined. Zip closing case with 12 manicure pieces. Black, green or rose handles. **State choice.** Includes two pair scissors. Case about 12x6½ inches open. Shipping weight, 13 ounces.

8 V 9762........ **$3.89**

Modern Dresser Box Manicure Set

Boudoir table box complete with Nail polish, two bottles of polish remover, cuticle remover, and three essential manicure instruments. Box about 9x2½x4 inches. Shipping wt., 2 pounds 2 ounces.

8 V 9774........... **89c**

Attractive Bakelite Manicure Ball

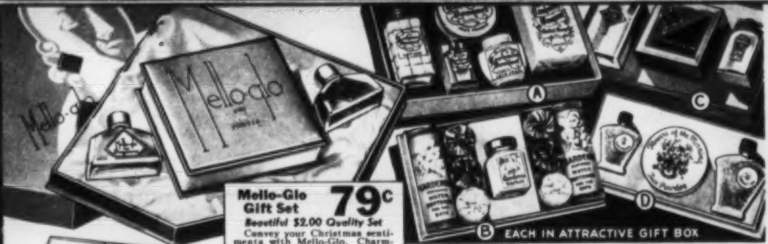
Bakelite ball with nail polish, polish remover and cuticle remover! Ball may be used as jewel or dresser box when empty. Ht., about 3½ in. Red or black. State choice. Shipping weight, 12 ounces.

8 V 9775.......... **39c**

Leather Manicure Set

A great value! Genuine leather zip opening case. Contains nail polish, polish remover, cuticle remover and three essential manicure pieces. Size, open, about 6¾x6¼ in. Shipping weight 10 ounces.

8 V 9776................ **59c**

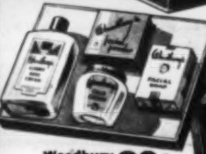

Mello-Glo
A
B
C
D
EACH IN ATTRACTIVE GIFT BOX

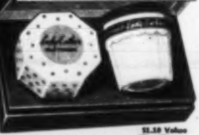
Mello-Glo Gift Set 79c

Beautiful $2.00 Quality Set

Convey your Christmas sentiments with Mello-Glo. Charming lined gift box containing full $1.00 size box of Mello-Glo Facial Tone Face Powder, and two 50c size enchanting perfumes—"Daytime" for street wear, and "Evening" for social occasions. Shipping weight, 1 pound.

8 V 9761—All for only. **79c**





Woodbury Gift Set 89c

A Regular $1.10 Value

Nationally famous toiletries, famous for their purity and fragrance. In attractive gift package.

Includes 50c size Almond Rose Cream, 25c size Cold Cream, 25c size Face Powder (flesh or brunette—State choice) and 10c bar of Woodbury's new Sunshine Facial Soap.

Shipping weight, 3 lbs.

8 V 9785........**89c**

Lady Esther Gift Set 69c

$1.10 Value

The Practical Christmas Gift

For your leading lady—a smart, new Lady Esther gift set. Contains 55c Size Face Powder in four shades (natural, rachel, beige, brunette—State choice) and 55c size 4-Purpose Cleansing Cream. In beautiful two-tone color gift box.

8 V 9794—Shpg. wt., 1 lb. 8 oz. **69c**

Gardenia Bath Set 24c

Nine Delightfully Perfumed Pieces

(B) In perfect taste . . . yet at a price which will help make your Christmas spending money go a long way. Set contains 6 Bath Torpedos of delightfully scented Water Softener, 2 large tubes of Perfumed Water Softener, and a bottle of Sachet. A very popular set and a gift that any woman will appreciate. Shipping weight, 2 pounds 2 ounces.

8 V 9792..................**24c**

Cashmere Bouquet Set 47c

Five Appealingly Lovely Cosmetics

(A) You will certainly gain favor by selecting this dainty feminine set for her Christmas gift. Five delightfully fragrant, generous-size Cashmere Bouquet cosmetics. In gift box. Contains Face Powder, Perfume, Cold Cream, Hand Lotion and Toilet Soap. An excellent Sears value. Shpg. wt., 2 lbs.

8 V 9784..................**47c**

Christmas Special 19c

Useful Three-Piece Gift Set

(D) Extremely low priced! One bottle of delicate Gardenia perfume, a bottle of fragrant Carnation perfume, and a box of flesh-tone face powder, make up this dandy little set. Artistically designed perfume bottles will add a smart touch to any dressing table. Attractive gift box. Shop at Sears and save. Shipping weight, 10 ounces.

8 V 9791..................**19c**

Ben Hur 3-Peice Set 69c

Usually Sells for $1.25

(C) She will think you paid a great deal more for this set. Includes a regular 25c bottle of Ben Hur perfume, a 50c bottle of Ben Hur toilet water and a 50c box of Ben Hur face powder. Powder comes in a choice of flesh or brunette. State choice. In attractive gift box. Shpg. wt., 1 lb. 5 oz.

8 V 9787..................**69c**

NAME IN GOLD
NAME IN GOLD

GIVE HIM *A Leather Wallet*

Name in GOLD Stamped Free!

$2.95 2-Pc. Set

CALF LEATHER Handlaced Set!

A gift he will appreciate! Fine quality Calf leather! Embossed. Hand laced leather edges. Popular 3-fold wallet! Size, 3x4½ in. closed. Leather-lined key case with permanent, lost-and-found service. **Print plainly name you want stamped in gold.**

18 V 2250—Brown only. Shpg. wt., 10 oz.

$1.98 2-Pc. Set

STEERHIDE Zip Set!

Brown Steerhide leather—unsurpassed for wear! Shaded embossing. Wallet has 2 "Zip" pockets. Measures 3x4½ in. closed. "Zip" key case, leather lined. **Print name.**

18 V 2251—2-piece set. Shpg. wt., 7 oz......**$1.98**

18 V 2252—Wallet only. Shpg. wt., 4 oz..... **1.59**

NAME IN GOLD

49c

Genuine Leather in smart seal graining. Two-fold style. Two dividers in bill section. Snap coin pocket. Size 4½x3¼ in. closed. **Print name plainly.**

18 V 2254—Black or Brown. State color. Shpg. wt., 5 oz.

49c

Genuine Leather in Steerhide grain. A splendid wallet at this price! Edges hand laced. Popular 3-fold style! Snapped coin pocket. Smart embossing! Size, 2¾x4½ in. closed. **Print name plainly.**

18 V 2255—Shaded Brown only. Shipping weight, 3 ounces.

98c

Grand "Zip" bill pocket. Calendar and address "windows." "Stamp pocket with leather stamp case. Flat 2-fold style. Size closed, 4¼x3¼ in. In two leathers. **Print name plainly.**

18 V 2253—Black Cowhide

18 V 2256—Genuine Brown Steerhide

Shipping weight, each, 5 ounces.

3 Big Specials

YOUR CHOICE

$1.00 EACH In Gift Box

Monogrammed Military Set

Four Pieces

Ebony finish; 2 military brushes, cloth brush with good quality bristles, dressing comb. Single initial on back of each brush. State initial. Shpg. wt., 1 lb. 8 oz.

8 V 9737...**$1.00**

Modern Metal Military Set

Four Pieces

High luster natural metal back brushes with engine turned design. Includes 2 hair brushes, cloth brush, and full size comb. Shipping weight, 1 lb. 10 oz.

8 V 9741..**$1.00**

"Zip" Closing Leather Case

Five Pieces

Handy . . . compact travel case. 5 essential pieces. Includes military brush, utility box, comb, nail file, and manicure implement. Shipping wt., 14 oz.

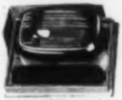
8 V 9723..**$1.00**

Folding Shaving Stand

Regular $5.00 Value

For the man particular about his shaving—a stand that can be used where the light is best. Attractive black with chromium trim stand. Complete with soap cup, razor and blade, and shaving brush. Large clear vision mirror. Handsome gift box. Shipping weight, 3 lbs. 2 oz.

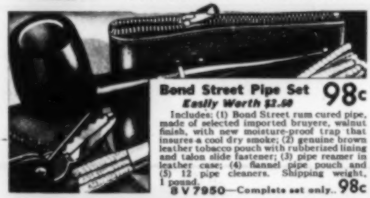
8 V 9789 **$2.98**



Boys' Military Set

2 pieces. Full size genuine bristle brush with pocket comb. High luster natural metal back brush with engine turned design. Shipping weight, 12 ounces.

8 V 9790....**47c**



Bond Street Pipe Set 98c

Easily Worth $2.50

Includes: (1) Bond Street rum cured pipe, made of selected imported bruyere, walnut finish, with new moisture-proof trap that insures a cool dry smoke; (2) genuine brown leather tobacco pouch with rubberized lining and talon slide fastener; (3) pipe reamer in leather case; (4) flannel pipe pouch and (5) 12 pipe cleaners. Shipping weight, 1 pound.

8 V 7950—Complete set only.. **98c**

GOLDEN JUBILEE

25 Golden Jubilee Cigars Sears Own Blend

The cigar that's won friends everywhere. Triple wrapped for freshness—made of finely blended imported and domestic tobaccos for a mild, flavorful smoke! Natural wood hinged box. Shpg. wt., 1 lb., 4 oz.

8 V 4817..**25** Cigars for **95c**

Approved Double-Edged Razor Blades in Treasure Chest

Watch him smile when he sees this chestful of shaving comfort! Blades made of finest Swedish chrome steel, brilliantly sharp and guaranteed to give satisfaction. Used blade holder in chest. Shipping wt., 4 oz.

8 V 6373.. **30** Blades for **57c**

$10.00 Value
$4.79

14-Piece Double Purpose Leather Travel Kit

The smartest value in travel cases we have ever seen. Serves two purposes:—for travel, there has never been a more complete case; for home use, take out the two military brushes, cloth brush and comb and you have an attractive four-piece ebony finish military set. All 14 pieces are high quality throughout. Genuine leather case with "Zip" fastener. Measures, when open, 19x11 inches. Colors, Black or Brown. State color choice.

8 V 9725—Shipping weight, 2 lbs. 8 oz.............. **$4.79**

11-Piece Travel Kit

$5 *Value* **$2.89**

Embossed Leather

A set that includes every essential article—in a smart-looking genuine leather case with "Zip" fastener. A gift that will be appreciated. Black or Brown. State choice. Measures, when open, about 16x11 in.

8 V 9724

Shpg. wt., 2 lbs. 10 oz. **$2.89**

A
B
C
D
Williams HOLIDAY PACKAGE
COLGATE
PALMOLIVE SHAVE CREAM
AFTER SHAVE TALC
AFTER SHAVE LOTION

MEN'S SHAVING SETS

Each in Attractive Gift Box

Williams' Holiday Package

4 Pieces — $1.35 Value

(B) Everything he needs for "the shave of shaves" . . . Williams Famous Luxury Shave Cream, Aqua Velva Lotion, Talcum . . . and Dental Powder. Shipping weight, 3 pounds.

8 V 9768.............. **89c**

Palmolive Shave Set

4 Pieces — $1.20 Value

(D) The soothing olive oil shave! Complete set includes Shave Cream, After Shave Lotion, Talcum, and Colgate Dental Cream. Shipping weight, 3 pounds 6 ounces.

8 V 9742.............. **89c**

Famous Wembdon Lavender Men's Sets

2-Piece Set

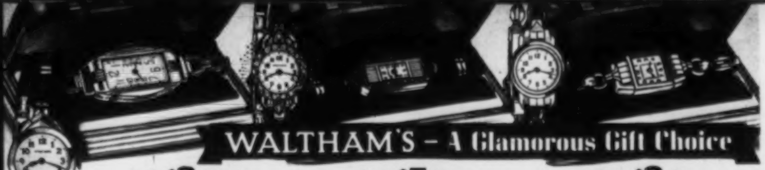
(A) The newest and smartest thing in Men's gifts. Mild, fragrant lavender scented shaving soap in covered wooden bowl and a large bottle of refreshing Lavender after-shave lotion. This long lasting set gives a fine, fresh-feeling shave. Shipping weight, 2 pounds 8 ounces.

8 V 9772.......... **$1.49**

3-Piece Set

(C) A gift for the man who enjoys a really luxurious shave! Complete set includes shave cream in tube, after-shaving lotion, and talcum. All in the zestful lavender odor. Shpg. wt., 3 lbs. 2 oz.

8 V 9773.......... **$1.69**


WALTHAM'S – A Glamorous Gift Choice

Only $3 Down

14-K Solid Gold Cases $23.95 Cash

15-Jewel Waltham Movements
Made to Sell for $50.00

Reigning favorites! Two popular styles for women—rectangular with matching link bracelet, and round with silk cord band. Artistically engraved cases in white or yellow solid gold. Engraving on cases may vary. Gift box. State color. Shpg. wt., 9 oz.

4 V 478—Rectangular—Cash. $23.95
4 V 479—Round Style—Cash. 23.95
Easy Payment Price, each model. 26.45
Terms: $3 Down, $4 a Month.

Only $5 Down

20 Sparkling Diamonds $49.75 Cash Baguette Style

17-Jewel Waltham Movements
Usual $75.00 Values

Exquisite beauty . . . suitable for a queen! Twenty brilliant diamonds artistically set in gorgeous 14-K solid white gold cases. With black silk cord bracelets. In gift box. Shpg. wt., 9 oz.

4 V 480—Baguette Style..... $49.75
Easy Paymts., $5 Down, $5 a Month 54.75
4 V 481—Round Style........ 54.75
Easy Paymts., $5 Down, $6 a Month 60.25
Use Easy Payment Side of Order Blank

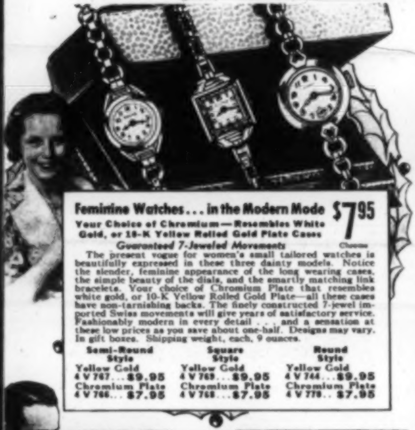
Only $3 Down

Yellow Rolled Gold Plate $26.95 Cash

17-Jewel Waltham Movements
Usual $49.50 Values

Two of our loveliest baguette watches for women . . . so charmingly tiny they will win your instant admiration. New style dials with golden numerals and hands. Dainty 10-K rolled gold plate cases, matching link bands. In gift boxes. Shipping weight, 9 oz.

4 V 482—Square Style—Cash $26.95
4 V 483—Round Style—Cash 26.95
Easy Payment Price, each model.... 29.95
Terms: $3 Down, $5 a Month

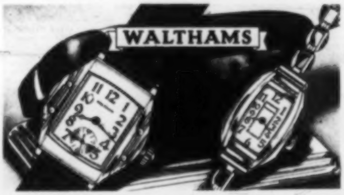


Feminine Watches . . . in the Modern Mode $7.95 Chrome

Your Choice of Chromium—Resembles White Gold, or 10-K Yellow Rolled Gold Plate Cases
Guaranteed 7-Jeweled Movements

The present vogue for women's small tailored watches is beautifully expressed in these three dainty models. Notice the slender, feminine appearance of the long wearing cases, the simple beauty of the dials, and the smartly matching link bracelets. Your choice of Chromium Plate that resembles white gold, or 10-K Yellow Rolled Gold Plate—all these cases have non-tarnishing backs. The finely constructed 7-jewel imported Swiss movements will give years of satisfactory service. Fashionably modern in every detail . . . and a sensation at these low prices as you save about one-half. Designs may vary. In gift boxes. Shipping weight, each, 9 ounces.

Semi-Round Style	Square Style	Round Style
Yellow Gold 4 V 767... $9.95	Yellow Gold 4 V 769... $9.95	Yellow Gold 4 V 744... $9.95
Chromium Plate 4 V 766... $7.95	Chromium Plate 4 V 768... $7.95	Chromium Plate 4 V 770.. $7.95

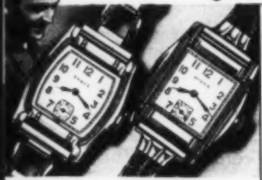


Famous Walthams . . . At Extremely Low Prices $9.79 And Up Chromium

Chromium or 10-K Yellow Rolled Gold Plate Cases

Actual 9-Jewel guaranteed Waltham wrist watches exceptionally low priced. Choice of good looking chromium plated cases that resemble white gold or for a little more the most popular 10-K yellow rolled gold plate cases. Perspiration-proof, non-tarnishing backs. Designs may vary. Gift boxes. Shipping wt., 9 oz. each.

Men's 9-Jewel Walthams	Women's 9-Jewel Walthams
10-K Gold, Tan pigskin strap. 4 V 998............ $12.69	10-K Gold—Matching bracelet. 4 V 477............ $14.95
Chromium—Black leather strap. 4 V 997............ $9.79	Chromium—Matching bracelet. 4 V 476............ $12.95



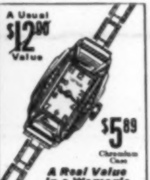
You Save About ½! $5.95 Chromium

Top quality watches for either man or boy. Accurate 7-Jewel imported, Swiss movements are built to stand the strain of constant, everyday use. Shpg. wt., 9 oz. each.

Chromium Plated Case	10-K Yellow Rolled Gold Plate
Engraved design, tarnish-proof back, matching adjustable bracelet. 4 V 1220.. $5.95	Beveled edges on embossed case. 3-strand genuine leather watch band. 4 V 1221..$8.85

Buy at Sears and Save

A Usual $12.00 Value

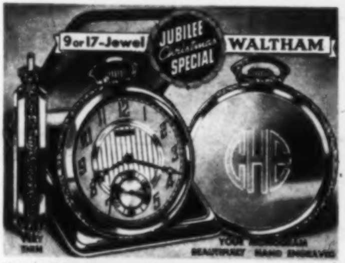


$5.89 Chromium Case

A Real Value in a Woman's Watch!

Beautifully embossed cases in either chromium or 10-K Yellow Rolled Gold Plate. Cases have non-tarnishing, perspiration-proof backs and adjustable link bracelets to match. Reliable 7-jewel imported Swiss movements. In gift box. Shpg. wt., 9 oz.

Chromium Plated
4 V 338..... $5.89
A regular $15.00 Value
Yellow Gold
4 V 339..... $7.89


9 or 17-Jewel
JUBILEE Christmas SPECIAL
WALTHAM
THIN
YOUR MONOGRAM BEAUTIFULLY HAND ENGRAVED

10-K Gold Filled Cases with Engraved Monogram $14.95 9-J.

Usual $19.50 and $27.50 Values

Waltham . . . the last word in watch dependability. Handsome 10-K White or Yellow gold filled 12 size thin model cases. State color of gold wanted. Your personal monogram smartly engraved (without extra charge) on back of the satin finished cases. Print initials wanted. Fancy dials with pierced hands harmonize perfectly. Truly a lifetime gift. In gift boxes. Shpg. wt., ea., 9 oz.

9-Jewel
4 V 928......... $14.95
17-Jewel
4 V 929......... $17.95

Our Finest 21-Jewel Waltham

Only $3 Down

A Regular $34.50 Value

Fine quality adjusted movement—one of America's finest watches. 21 sapphire jewels to guard every point of wear. Will last a lifetime with ordinary care. Same case as described above. Shpg. wt., 9 oz.

4 V 930
Cash Price......... $24.95
Easy Payment Price
$3 Down, $4 a Month.. $27.45
Use Easy Payment Side of Order Blank Enclosed

TRADE IN YOUR OLD WATCH ON A SMART, NEW *Bulova*

Even though your old watch has a broken mainspring, a cracked crystal, or a badly sprung case . . Sears will give you a $5.00 trade-in allowance when you select a new smartly styled Bulova. Just deduct $5.00 from the price of any Bulova listed here or in **Sears big general catalog** and send us your old watch at the time you mail your order. If you wish to purchase on Easy Payments, there is no extra charge. Simply send the "down payment" which is shown with each watch . . then deduct your $5.00 "old watch allowance" from the remaining amount.

$5.00 ALLOWANCE

ON YOUR OLD WATCH
REGARDLESS OF AGE
OR CONDITION

Bulova—A Watch for Fastidious Women

TWO SPARKLING DIAMONDS

Only $5 Down

"Martha Washington"

17-Jewel Movements

10-K Yellow Gold Filled Cases
Set With 2 Sparkling Diamonds

These dainty watches for women are exquisite pieces of jewelry and dependable timekeepers. Each with matching link bracelets. Trade in your old watch! Wear a beautiful, guaranteed Bulova. In gift box. Postpaid.

4 V 550—Round Model
4 V 549—Square Model.... **$42.50**

Cash or Easy Payments. Terms: $5 Down, $5 Monthly. Use Easy Payment Blank.

DAINTY BAGUETTE

Only $3 Down

Miss America, or Nanette

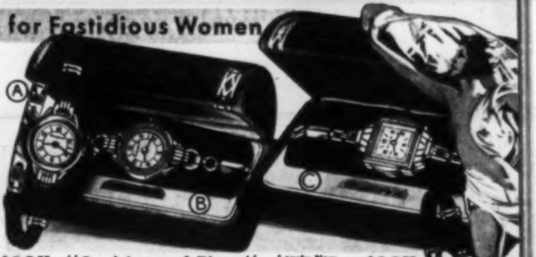
7-Jewel Movements—Faultlessly Adjusted

10-K Yellow Rolled Gold Plate Cases

Slender, richly styled cases, set off by smart black silk cord bracelets that match perfectly. Two of Bulova's most popular baguette watches for women. These are the little beauties you hear about on your radio. Glamorous . . . superbly useful . . . and the ideal gift to convey your sentiments at Christmas. Each in gift box. Trade in your old watch. Postpaid.

4 V 548—"Miss America".. **$24.75**
4 V 537—"Nanette" (shown in box).. **24.75**

Cash or Easy Payments. $3 Down, $4 Monthly.
Use Easy Payment Side of Enclosed Order Blank.



$29.75 Cord Bracelet

"Goddess of Time"

Lovely New 17-Jewel Models

$33.75 Link Bracelet

Only $3 Down For Styles A and D

Only $4 Down For Styles B and C

Four glorious styles . . . beautifully engraved or smartly plain . . new feminine designs. Small, 10-K Yellow Rolled Gold Plate cases with raised golden numerals. Precision built Bulova movements. Trade in your old watch! Attractive gift box. Postpaid.

(A) **Round Style, Silk Cord Bracelet** (Not engraved)
4 V 546—Cash or Easy Payments. $3 Down, $5 a Month. **$29.75**

(B) **Round Style, Round Link Bracelet** (Engraved)
4 V 547—Cash or Easy Payments. $4 Down, $5 a Month.. **$33.75**

(C) **Square Style, Square Link Bracelet** (Engraved)
4 V 545—Cash or Easy Payments. $4 Down, $5 a Month. **$33.75**

(D) **Square Style, Silk Cord Bracelet** (Not engraved)
4 V 544—Cash or Easy Payments. $3 Down, $5 a Month. **$29.75**

When Ordering on Easy Payments, Use Easy Payment Order Blank Enclosed

Bulova's New American Clipper FOR MEN

ONLY $3 DOWN
$29.75 WHITE GOLD
A

$33.75 YELLOW GOLD
ONLY $4 DOWN

17 Jewels—10-K Rolled Gold Plate Cases

(A) **Engraved Case with Adjustable Link Bracelet.**
4 V 1167—White Gold Plate Case. Postpaid...... **$29.75**

(B) **10-K Yellow Gold plate case.**
4 V 1164—With Tan Pigskin Strap. Postpaid.. **$29.75**

Cash or Easy Payments. $3 Down, $5 a Month.

(A) **4V1166**—10-K Yellow Gold Plate Case. Postpaid.. **$37.50**

(B) **4V1165**—With Adjustable Link Bracelet. Postpaid.. **$33.75**

Cash or Easy Payments. $4 Down, $5 a Month.

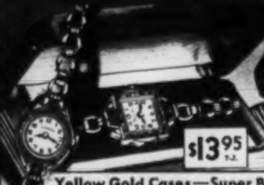
"The Revere"

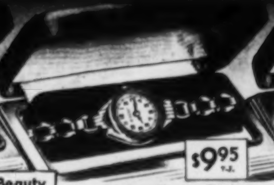
15-Jewel Movement
10-K Yellow Gold Plate Case

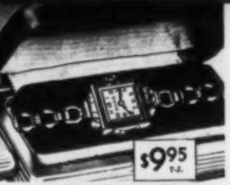
Men's watch with a real masculine touch. Trim rugged and dependable. Smart plain dial with plain gold colored numerals. Genuine leather pigskin strap. In gift box. Trade in your old watch—wear a Bulova. Postpaid.

4 V 1152—Cash or Easy Payments.

$24.75
$3 Down, $4 a Month







Yellow Gold Cases—Super Beauty

Two Sparkling Diamonds

Beautiful engraved 10-K yellow rolled gold plate cases set with two sparkling diamonds. Cases have everlasting, non-corrosive white metal backs. Adjustable link bracelets to match. 7 or 17-jewel guaranteed imported Swiss movements. Note our low prices. Gift box. Shipping wt., each, 9 oz.

Round Style
7-Jewel 4 V 326..$13.95
17-Jewel 4 V 327.. 16.95

Square Style
7-Jewel 4 V 324..$13.95
17-Jewel 4 V 325.. 16.95

As Small as a Dime!

Beautifully Engraved

Have you ever seen so small a watch with such beauty at so low a price? Here is the ideal gift for Mother, Wife, Sister or Sweetheart. Case is 10-K yellow rolled gold plate with adjustable link bracelet to match. Back of case is non-corrosive white metal. Accurate, guaranteed, imported movements. In beautiful gift box. Shipping weight, each, 9 ounces.

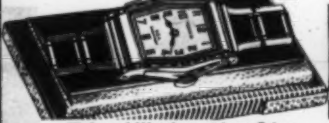
7-Jewel 4 V 332. $9.95 *17-Jewel* 4 V 333.. $12.95

A Tiny Square Watch

A Very Popular Style

Here is a very smart looking watch any woman will appreciate. A gift she will never forget. The beautifully engraved case is 10-K yellow rolled gold plate with adjustable link band to match and a non-corrosive white metal back. Guaranteed imported (Swiss) 7 or 17-jewel movements. In beautiful presentation case. Shipping weight, each, 9 ounces.

7-Jewel 4 V 328..$9.95 *17-Jewel* 4 V 329..$12.95

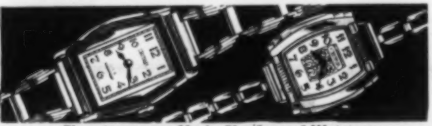


17-Jewel Watches at Low Prices

For Men or Boys—chromium or yellow gold cases—non-tarnishing backs—Shockproof movements. This same quality usually sells for twice our low price. In gift box. Shipping weight, each, 9 ounces.

Chromium Plated Case
Resembles white gold. Has adjustable link bracelet. Smart plain dial.
4 V 806.....$7.59

Yellow Gold Case
10-K rolled gold plate. Leather pigskin strap. Silver colored dial.
4 V 809....$8.79



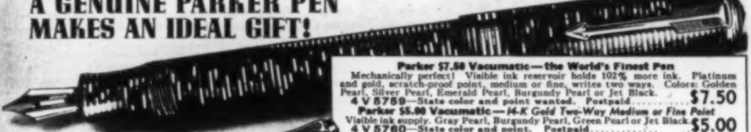
Fine American Made Shockproof Watches

Equal in quality to watches selling for twice our low price. All have Jewels at points where friction is greatest. Styled up to the minute. Guaranteed. Sears have been the leader in watch values for over 60 years. In gift box.

Popular Style for Men and Boys
Guaranteed 7-Jewel Movement. Plain dial with clear cut numerals. Chromium plated case, adjustable link band holds watch securely. Shpg. wt., 9 oz.
4 V 812....................$3.98

Fancy Style for Women and Girls
Guaranteed 7-Jewel Movement. Case is chromium plated resembling white gold. Adjustable link band. Easy-to-read dial. Accurate, too. Shpg. wt., 9 oz.
4 V 237....................$3.98

A GENUINE PARKER PEN MAKES AN IDEAL GIFT!

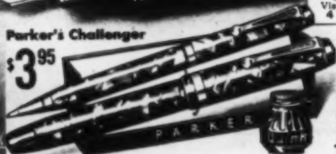


Parker $7.50 Vacumatic—the World's Finest Pen
Mechanically perfect! Visible ink reservoir holds 102% more ink. Platinum and gold, scratch-proof point, medium or fine, writes two ways. Colors: Golden Pearl, Silver Pearl, Emerald Pearl, Burgundy Pearl or Jet Black.
4 V 5759—State color and point wanted. Postpaid..............$7.50

Parker $5.00 Vacumatic—*14-K Gold Two-Way Medium or Fine Point*
Visible ink supply. Gray Pearl, Burgundy Pearl, Green Pearl or Jet Black.
4 V 5760—State color and point. Postpaid..............$5.00

Parker's Challenger

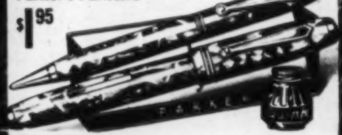
$3.95



Standard Size Parker Challenger Pen and Pencil Set
Colorful matching set . . . including sample bottle of Quink. Sac type pen has concealed filling device. Colors: Gray, Green, Burgundy or Black. 14-K medium or fine pen point. State color and point. In gift box. Postpaid.
4 V 5762..............................$3.95

Parker's Parkette

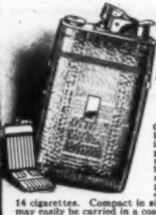
$1.95



Medium Size Parkette Pen and Pencil Set
Matched set with unbreakable barrels. Medium pen point only. Colors: Burgundy, Gray, Green or Black. State color. Sample bottle of Quink included. In gift box.
4 V 5761—Postpaid. $1.95

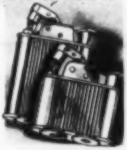
Useful and Smart Looking

GIFTS FOR MEN

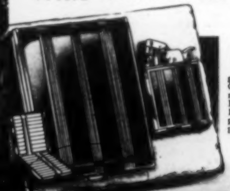


Evans Combination Cigarette Case and Lighter

Outstanding... both in value and in handsome appearance. Automatic Evans lighter on top of smart chromium plated cigarette case which holds 14 cigarettes. Compact in size (2½x4⅝ in.), may easily be carried in a coat or vest pocket or in a woman's purse. An ideal gift suggestion to keep in mind when checking over your Christmas list. Shpg. wt., 13 oz.
4 V 5572........................$1.89



Evans Lighter
New low price! Chromium plated. Regular size, 1⅝x1⅝ inches. Shpg. wt., 7 oz.
4 V 5574.... 79c
Petite size, 1⅜x1⅜ in. Ideal for women. Shipping wt. 5 oz.
4 V 5575.... 79c



Evans Matching Set

Black enameled design on good looking chromium plate Cigarette case holds 20 cigarettes—size, 4 x 3 inches. Matching Evans lighter—size, 1⅝x1⅝ inches. A record low price for this fine set. Shipping weight, 14 oz.
4 V 5573........$1.89

Miss Ingersoll—Usual $5.00 Value $2.98

Guaranteed American Made Movement

Unusually smart! One of the best known of the smaller up-to-date wrist watches for women and girls. Smaller even than the usual woman's watch of this type. (Watch shown is ¾ actual size.) Chromium plated case, unbreakable crystal and plain easy-to-read dial. Dependable Ingersoll Movement will run 30 hours on a single winding. Matching link bracelet. Boxed.

4 V 1675—Shipping weight, 8 ounces............**$2.98**

A WATCH MAKES A FINE GIFT
They're Inexpensive at Sears

Ingraham Watch With Personal Initial Fob

Fancy chromium plated case, neat easy to read dial. Popular 14 (medium size) all complete with a personal inital fob. Has initial on enameled plaque—plaque securely held by matching leather strap. **Print initial wanted.** Guaranteed movement — unbreakable crystal. Designs will vary. Shipping wt., 8 oz.

4 V 1710...... **$1.29**

Ingraham Watch With Knife and Chain

Value plus! Guaranteed Ingraham watch with chromium plated pocket knife and electroplated chain. Watch has embossed chromium plated case with unbreakable crystal covering the fancy dial. Keep this watch ensemble in mind for your "Christmas list." Designs will vary. Shipping weight, 8 ounces.

4 V 1709...,... **$1.39**

SAVE ABOUT 1/2
STANDARD

Dependable 7-Jewel American Made Watches

Nickel Plated Case—$6.50 Value **$4.98**

Here's a man's idea of a real gift. Good looking thin model with attractive dial and clean cut easy-to-read numerals. 12 size case (small size). This reliable New York Standard pocket watch has 7 hard polished jewels to protect the points of greatest wear. Dial designs may vary. Complete in gift box. Shpg. wt., 9 oz.

4 V 1333.............**$4.98**

10-K Rolled Gold Plate Cases **$6.98**

Only at Sears can you get fine quality New York Standard watches like these for less than $10.00. Here's a gift he'll always remember. Handsomely engraved assorted cases in choice of White or Natural Gold. Fancy assorted dials. Popular 12 size (small). **Gift box included. Shpg. wt., 9 oz.**

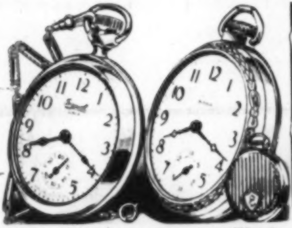
4 V 1327—White Gold...
4 V 1328—Natural Gold. **$6.98**

Guaranteed Ingraham Wrist Fit Watches $1.98

Modern Styling . . . Moderate Cost

Strongly built . . . expertly timed . . . attractively cased. These Ingraham wrist watches answer every modern need for service, dependability and style. Note these features which make them unbeatable values. Superior Ingraham movements, extra heavy mainsprings, embossed chromium plated cases, smart-looking dials, unbreakable crystals. You cannot find a better men's or boys' gift at this price. In gift box. Shipping weight, 8 ounces each.

Adjustable Link Band | **Leather Wrist Strap**
4 V 1756...$1.98 | **4 V 1757...$1.98**



Ingersoll Junior With 12-in. Chain

$2.25 Value

Popular, well known Ingersoll model with 12-inch electro plated Waldemar Chain. Watch is a good timekeeper with sturdy, shiny 12-size nickel plated case and unbreakable crystal. Smartly plain dial has clear cut numerals, making it easy to tell time. An ideal Christmas Gift . . . at a very reasonable price. In gift box. Shpg. wt., 8 oz.

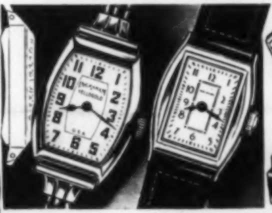
4 V 1605
Watch and Chain, Complete. **$1.69**

Ingraham Watch Initial Engraved FREE

Special Value!

Smartly embossed chromium plated cases in assorted designs . . . one initial engraved on back FREE. **State initial wanted.** Fancy assorted dials, non-breakable crystals. Guaranteed American made Ingraham movement will give dependable service. This watch is worth more than Sears low price. Add it to your Christmas gift list. In box. Shpg. wt., 8 oz.

4 V 1730.. **94c**



Ingraham's "Yellogold"

A Better Watch!

Easily worth the small difference in cost. Guaranteed 10-K yellow rolled gold plate case with non-tarnishable back. Adjustable three-strand tan pig-skin band. Plain numerals and hands on easy-to-read dial. Dependable Ingraham movement. This fine watch will make a splendid gift. Fully guaranteed! In box. Shipping wt., 8 oz.

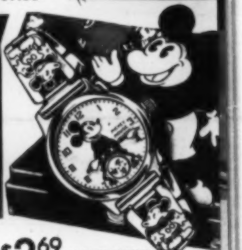
4 V 1758. **$3.98**

10-K Rolled Gold Plate

Yellow Gold!

Up-to-date wrist watch for men or boys. Distinguished by the simplicity of its modern case with non-tarnishing back. Clean cut masculine-looking dial with black numerals and hands. Sturdy New Haven movement keeps good time. Fully guaranteed. Pigskin leather wrist band. In box. A great value. Designs will vary. Shipping wt., 8 oz.

4 V 1568. **$2.98**

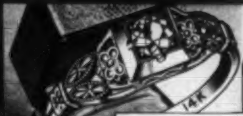


$2.69 MICKEY MOUSE

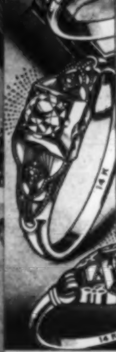
A $2.95 Value

Just the gift for a youngster! "Mickey," in gay enameled colors, keeps track of the time by moving his hands around the dial face. Sturdy cases are chromium plated with unbreakable crystals. On the second hand dial, three colored Mickies chase each other in a circle. Mickey also appears on each side of the wrist bands. Popular with both boys and girls. Shpg. wt. 8 oz. each.

4 V 1664—Metal Band..
4 V 1665—Leather Strap **$2.69**



Gifts she'll remember



Save 1/3 or More on Genuine Blue White Diamonds

$10.95 1/16 Carat

Lovely creations. Beautiful Diamonds of rare brilliancy exquisitely mounted in 14-Kt. White or Natural gold with White gold setting. Sizes, 5 to 8. Each ring in attractive gift box. State color choice and size. Shpg. wt., 4 oz.

4 V 3358

1/16 Carat	1/8 Carat	1/4 Carat
$10.95	$19.95	$48.95

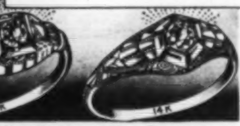
Two Sparkling Side Diamonds

Artistically designed ring in 14-Kt. White or Natural gold with White gold setting for diamond. Gorgeous Blue White diamonds full of fiery brilliance. State choice and size. Shpg. wt., 4 oz.

4 V 3357

1/16 Carat	1/8 Carat	1/4 Carat
$14.95	$24.95	$52.95

Diamonds can be bought on Easy Payments. See General Catalog.



Sparkling Beauty—New Designs

Distinctive 14-Kt. White or Natural gold. Sears Standard Blue White Diamonds. Shipping weight, each, 4 oz.

4 V 3361

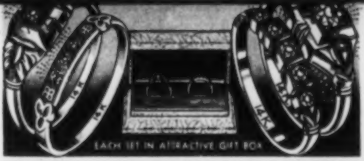
1/64 Carat	$7.95
1/32 Carat	8.95
3/64 Carat	11.95
1/16 Carat	13.95

State color of gold and size of ring.

An exceptional value. Basket setting gives diamond much larger appearance. 14-Kt. White or Natural gold. Shipping weight, each, 4 oz.

4 V 3363	2/100 Carat	$4.95
4 V 3367	3/100 Carat	5.95

Sizes, 5 to 8. Each in gift box.


14K
14K
EACH SET IN ATTRACTIVE GIFT BOX

Sparkling Bridal Sets

Treasured Gifts of Romance

$14.95 Set Complete — **$28.95** Set 1/8 Carat

Matching engagement and wedding rings are decidedly in vogue. Beautiful 14-Kt. White or Natural Gold. Our prices are exceptionally low. State choice and size. Sizes, 5 to 8. Shipping weight, set, 5 ounces.

Popular Priced Set

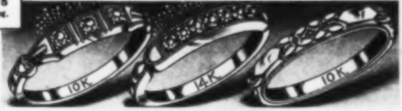
Engagement ring has 3/100 carat diamond. Wedding ring, three diamonds.

Complete Set 4 V 3301	$14.95
Engagement Ring 4 V 3302	8.65
Wedding Ring 4 V 3211	6.95

Fine Quality Set

Engagement ring has two side diamonds and 1/16 Ct. or 1/8 Ct. center diamond. Wedding ring has five diamonds.

4 V 3359 Complete Set	1/16 Ct.	$19.95
	1/8 Ct.	28.95
4 V 3365 Engagement Ring	1/16 Ct.	12.95
	1/8 Ct.	21.95
4 V 3209—Wedding Ring 5 Sparkling Diamonds		8.95

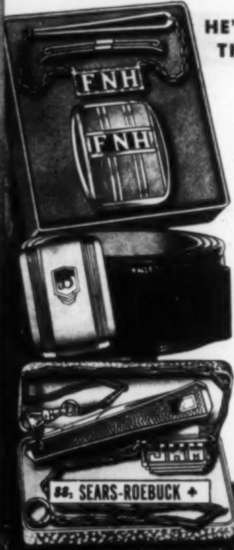


Newest Creations in Wedding Rings

Sears offer three lovely new styles at great savings. Each in a choice of White or Natural Gold. Initials and the date of your wedding engraved on inside of ring without charge. The designing of these rings is the work of master craftsmen and makes them look very expensive. Each in gift box. Sizes, 5 to 8. State color of gold, initials wanted and size of ring. Shipping weight, each, 6 ounces.

Three Sparkling Diamonds		Seven Channel Set Diamonds		Hand Engraved	
10-Kt. Gold 4 V 3178	$4.95	14-Kt. Natural Gold 4 V 3180	$14.95	10-Kt. Gold 4 V 3054	$1.85
14-Kt. Gold 4 V 3179	5.95	18-Kt. White Gold 4 V 3181	15.95	14-Kt. Gold 4 V 3055	2.79
				18-Kt. White Gold 4 V 3056	3.89

HE'S SURE TO LIKE THESE GIFT SETS



Personalized 3-Piece Set

Buckle for standard 1⅜-in. belt, tie chain and collar grip all are white rhodium finished. Buckle and chain have three or two cut out initials. Gift box. Print initials. Shpg. wt., 6 oz.

4 V 5429—Set. **$1.00**

Fine Black Bridle Cowhide Belt

For above buckle. Sizes, 30 to 44. State size. Shipping weight, 6 oz.

4 V 5430—Belt only.. **50c**

Sterling Silver Buckle and Belt

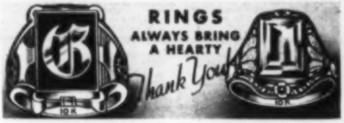
A real $1.75 value. A substantial weight sterling silver buckle of the modern design. The belt is a full grain black bridle cowhide which will give long wear. Sizes 30 to 44. Hand engraved initial without charge. State size and initial. In Gift Box. Shpg. wt., 11 oz.

4 V 5431..... **$1.00**

"Swank" Personalized Chain and Knife Set

High grade natural gold plated. Knife has two stainless steel blades. The cut out initials (specify any three or two) hangs in the center of the Waldemar chain. Chain about 12½ in. long. In gift box. Postpaid.

4 V 1975..... **$2.98**



Men's Initial Ring

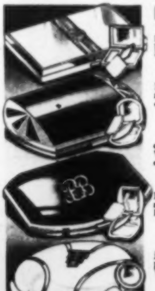
Raised gold initial on genuine black onyx with 10-K natural gold mounting. An exceptional value, usually sold for ½ more than our low price. Size, 8 to 12. State size and initial. Shipping wt., 4 oz.

4 V 4774.......... **$4.89**

Women's Birthstone Ring

Gracefully designed 10-K Natural gold mounting trimmed with green gold. Brilliant simulated modern birthstone. So lovely you naturally expect it to cost more. Sizes, 5 to 8. State size and month. Shpg. wt., 4 oz.

4 V 5013.......... **$3.98**



LOOSE POWDER COMPACTS

New! Smart! Up-to-the-minute compacts each with compartment for loose powder, cake rouge and two puffs. Shipping weight, each, 5 oz.

"Tre Jur" Jeweled Compact

Beautifully enameled in choice of Black, White, Blue or Green, with harmonizing stone set top. State color.

4 V 4629—Size, 3x2 in.... **95c**

"Elgin" Double Vanity

Gorgeous combination of colorful enamel and gold like El Bronze. Black, White, Dark Blue or Dark Green. State color.

4 V 4630—Size, 2½x2½ in. **95c**

Personal Monogram Compact

Double vanity in lustrous black enamel and El Bronze. Two or three initials hand engraved. State initial.

4 V 4631—Size, 2¼x2½ in. **79c**

"Tre Jur" Single Compact

Enamel and gold color trim with jeweled top. Large loose powder compact and good size puff. Colors: Black, White, Green or Blue. State color.

4 V 4632—Diameter, 2⅝ in. **48c**

FrEE
4-STAR
JUBILEE SPECIAL
for Christmas

SEVEN
FANCY SERVING PIECES
Gold plated bowls, blades and tines. One each: Butter Knife, Cold Meat Fork, Round Server, Ladle, Sugar Shell, Berry Spoon and Jelly Server. Illustrated in top of chest.

Original Wm. Rogers Silverplate

Made by International Silver Co. Each piece stamped ⊕ Wm. ROGERS ★

Your Last Opportunity to Buy the Greatest Silverware Value in History at These Low Prices—Unconditionally Guaranteed

43 Pieces . . . Regular $35.00 Value
7 Pieces FREE . . Sears Jubilee Gift
50 PIECES ***SERVICE FOR EIGHT*** **$12.95** Solid handle knives without chest

A fine heavy silverplated service with reinforced plating at points of greatest wear. Beautifully finished as the highest price silverplate. This new FASCINATION PATTERN is in good taste and one we know you will admire. The $5.00 value Chest has a solid wood frame covered with ivory color washable composition resembling leather. Lined with Anti-Tarnish velveteen. See our big fall catalog for extra pieces and larger sets. Engraved as shown for 3c a letter. State initial wanted.

50-PIECE SETS—*Service for 8*

Sets Consist of
8 Dinner Knives, 8 Salad Forks, 8 Teaspoons
8 Dinner Forks, 8 Dessert Spoons, 3 Table Spoons
and 7 gold plated serving pieces described above.

In Fancy Gold Paper Box
Solid Handle Knives. 4 V 6460 .... $12.95
Hollow Handle Knives. 4 V 6462 .... 16.95
Shpg. wt., each, 5 lbs. 6 oz.

In Special Anti-Tarnish Chest
Solid Handle Knives. 4 V 6461 .... $14.95
Hollow Handle Knives. 4 V 6463 .... 18.95
Shpg. wt., each, 10 lbs. 6 oz.

$4.00 DOWN $5.00 MONTHLY

Beautiful Sterling Silver

Made by International Silver Company

Tableware to Treasure

26 PIECES—Service for 6 **$37.95** Cash Price
Regular $65.00 Quality

Never have we been able to offer such a value in Sterling silver. This is not light weight sterling but a good serviceable weight. The same as used in sets now selling for $65.00 or more. Made by International and sold by Sears is your guarantee of quality. Buy Now! that Sterling Silver Service you have always wanted. At the lowest price in our history. Can be purchased on Sears Easy Payments.

You will take pride in the elegance . . . the perfection of weight and balance . . . the graceful tapering handle of the new Cameo Pattern. Knives have hollow handles and mirror finish stainless steel blades. If engraving is wanted, add 3 cents a letter for plain script style. Be sure to state initial wanted. Complete in handsome 120-piece Anti-Tarnish solid wood chest, assorted styles.

26 PIECES
Service for 6
6 Hollow handle Knives, 6 Forks, 6 Teaspoons, 6 Cream Soup Spoons, 1 Sugar Shell, 1 Butter Knife. Postpaid.
4 V 6371 Cash.......... $37.95
Easy Payment Price.. 41.95
$4 Down, $5 a Month.

34 PIECES
Service for 8
8 Hollow handle Knives, 8 Forks, 8 Teaspoons, 8 Cream Soup Spoons, 1 Sugar Spoon, 1 Butter Knife. Postpaid.
4 V 6381 Cash.......... $48.95
Easy Payment Price.. 53.95
$5 Down, $5 a Month.

Use Easy Payment Side of Order Blank Enclosed.
Cameo Sterling Silver will be listed in our Spring catalog.

Extra Heavy Silverplate

Standard A-1 Quality

50 PIECES—Service for 12 **$6.95**
In Attractive Gift Box

Others Usually Ask $10.00 or More for This Quality

An outstanding value at this low price . . . a value you will find hard to beat. Nothing is being skimped in the manufacturing of this silverplate . . . each piece is correctly designed and balanced and is heavily plated with pure silver. To assure long lasting service, additional plating has been added at points of greatest wear. The MARTHA WASHINGTON pattern closely resembles a pattern used on very expensive silverplate. We know you and your friends will admire the beautiful design for its daintiness and rich glowing satin finish. For only 3c each, we will gladly have engraved, by hand, any initial in script as illustrated. (all 50 pieces for $1.50). **If engraving is wanted, add $1.50 to price and be sure to state initial wanted.**

The 50 pieces consist of: 12 Dinner Knives with solid handles and mirror finish stainless steel blades; 12 Dinner Forks; 12 Teaspoons; 12 Oval Bowl Soup or Dessert Spoons; 1 Sugar Shell and 1 Butter Knife. The set comes in gift box as illustrated. Shipping weight, 8 lbs. 8 oz.

4 V 9322 .... 50 Pieces in Gift Box $6.95

NICKEL SILVER TABLEWARE
26-PIECE SET SERVICE FOR SIX $2.89

Solid Metal . . . Will Last a Lifetime

If your tableware receives hard wear day in and day out, you will appreciate nickel silver. Here is a table service that is made of solid metal throughout—no plating to wear off. It is the same nickel silver color all the way through. With ordinary care it will last a lifetime. You will find it the ideal service for homes, restaurants, boarding houses, or hotels.

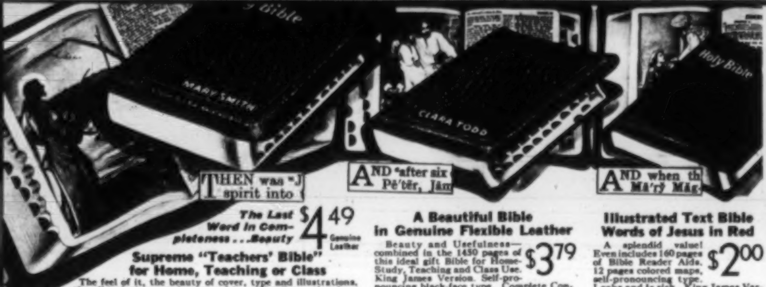
This tableware is made by the International Silver Company and is really a quality product and at Sears low price is an exceptional value. The new WESTERLY PATTERN in a bright satin-smooth finish gives this set the appearance of high price silverplate. Acid fruit juices will discolor this tableware.

26 PIECES—*Service for 6*

Consists of 6 Solid Handle Knives, 6 Forks, 6 Teaspoons, 6 Tablespoons, 1 Butter Knife and 1 Sugar Shell.

Without Gift Chest
4 V 7100—Shipping weight, 3 lbs. 8 oz...... $2.89

With Gift Chest
Shipping weight, 5 lbs. 6 oz.
4 V 7101.. $3.19


MARY SMITH
CLARA TODD
Holy Bible
THEN was "J spirit into
AND "after six Pē'tēr, Jām
AND when th Mā'ry̆ Māg

The Last Word in Completeness . . . Beauty $4.49 Genuine Leather

Supreme "Teachers' Bible" for Home, Teaching or Class

The feel of it, the beauty of cover, type and illustrations, the all-inclusive completeness of it—will tell you that here is the Supreme Teacher's Bible. Authorized King James Version. 1948 pages printed in clear self-pronouncing type, featuring—an **illustrated BIBLE TREASURY of 300 pages with 350 Black and White illustrations of Biblical Scenes and Events. Also 31 full-page pictures—16 in color especially chosen to depict well-known incidents in the life of Jesus.**

Other features: Special Reading Course; Center References; Questions and answers; complete Concordance with Dictionary of Proper Names. Colored maps with Index; Family Record, and Presentation page. Red-under-gold edged pages, 5⅝x8⅛ in. Thumb index. Silk headbands; marker. Boxed. Name stamped in gold on cover, if wanted. Print name plainly. Shpg. wt., 3 lbs. 12 oz.

Artificial Leather Binding Black letters throughout **3 V 2878**......**$3.45**

Genuine Leather Binding Words of Jesus in red **3 V 2877**......**$4.49**

A Beautiful Bible in Genuine Flexible Leather

$3.79

Beauty and Usefulness—combined in the 1450 pages of this ideal gift Bible for Home-Study, Teaching and Class Use. King James Version. Self-pronouncing black-face type. Complete Concordance with Bible Encyclopedia. Questions and Answers; Center References. Colored maps and 32 full page illustrations—8 in color. Words of Jesus in Red. Silk headbands, Marker. Red under gold edges. Presentation page. Name in Gold on cover—print name. Size, 5¼x7⅝ inches. Shpg. wt., 2 lbs. 8 oz.

3 V 2823—Indexed. Boxed..**$3.79**

Keratol . . Artificial Leather

Contents and edges as above; but with all words in black.

3 V 2824—Indexed. Boxed**$2.98**

Illustrated Text Bible Words of Jesus in Red

$2.00

A splendid value! Even includes 160 pages of Bible Reader Aids. 12 pages colored maps, self-pronouncing type. Looks and is rich. King James Version. 1200 pages. Size, 4⅝x7¼ in. Headbands and Marker. Genuine leather. Red under gold edges. 15 illustrations, 8 in full color. Name on cover if wanted. Print plainly. Shpg. wt., 2 lbs. 2 oz.

3 V 2825—Boxed....**$2.00**

3 V 2883—Artificial leather binding. Red edges.........**$1.29**

3 V 2828—Keratol Imitation leather binding. Red edges. (No name.) All words in black......**$1.00**

See our Big Fall General Catalog for 3 D 2872 a De Luxe India Paper edition of the Bible at only $5.98 (Shpg. wt., 1 lb. 11 oz.) Also other big Bible values.

Save $9.75 on this Portable

Brand New Remington

COMPLETELY EQUIPPED

Was ~~$49.50~~ Sears Price $39.75

Only $4 Down and $5 Monthly

This great Remington 5 at only $39.75! A tremendous purchase enables us to make it an outstanding Golden Jubilee Special. It has everything.

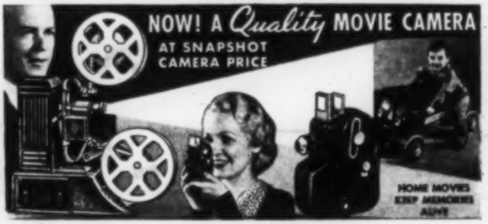
All the features of the so-called "completely equipped" portables, and more! **Even a handy paragraphing key, and it's built** for years of trouble-free service. Use it! abuse it! It'll stand up like a soldier—come back for more. A fine gift for the boy or girl in high school or away at college—school work is neater when typed and usually gets better grades, too! **An ideal machine for anyone who has writing to do!**

Carry It Like a Grip

It weighs only 12½ pounds in its good looking carrying case, and you will take pride in its trim lines, rich black enamel and nickel finish. Complete with instruction book, **Touch Typewriting Pamphlet and Shorthand Home Study Book.** An outstanding value. Postpaid.

3 V 4511—Pica Type
3 V 4516—Elite Type
Cash or Easy Payments.........**$39.75**
Easy Payment Terms: $4 Down, $5 Monthly.

Use Easy Payment Side of Order Blank.


NOW! A Quality MOVIE CAMERA
AT SNAPSHOT CAMERA PRICE
HOME MOVIES KEEP MEMORIES ALIVE

MEMORIES . . . To be able to see Baby's first step again . . . the visit to Grandma's on Tommy's second birthday. . . all the interesting things you saw on that long planned trip that was over in a week! Now you can! This quality camera places Movies-for-You on the same economy level as snapshots! Even a child can operate it. Its 4¼x3⅝x1⅝ inch size fits a pocket! Think of the pleasure this gift will bring! $9.75

Univex 8mm. Movie Camera

Just check these Superior Features—

- Lowest-priced 8 mm. movie camera.
- Has lowest cost of operation.
- Foolproof—simple to operate.
- Spring motor—long scenes per winding.
- One year guarantee from manufacturer.
- Smartly styled—Black Satin finish.

Precision-Built . . . Complete. Uses only Univex Film (which is equivalent to 60 feet of 16mm. film.) Can be shown on any 8mm. projector. A superb Christmas Gift. Shipping weight, 1 pound 8 ounces.

3 V 6490—At Sears low price..**$9.75**

Univex Leather Camera Case

So made that camera is free when taken out, but never released from strap—can't fall! With shoulder straps. Black.

3 V 6147—Shipping wt., 12 oz...**$1.89**

Univex 8mm. Projector

Takes any 8mm. Films

- Quiet 110-Volt AC smooth motor drive.
- Forced draft cooling.
- 200-ft capacity—brilliant illumination.
- "Rock steady" movies—no flicker.
- Easy to load—Easy to thread.
- Separate switches for motor and lamp.
- Quick framing device.
- Satin Black enamel finish.
- Will show large clear pictures 30x22 in.

A finely balanced, finely made and smartly designed projector. Shpg. wt., 9 lbs.

3 V 6491—At Sears low price.**$11.95**

Univex 8mm. Movie Film

In 30-ft. lengths for Univex Camera only. (When processing, you send extra 30c to laboratory.) Shipping weight, 4 oz.

3 V 6788—Orthochromatic..........**54c**

3V6492 Combination 3 V 6490 Camera and 3 V 6491 Projector.
Shipping weight, 11 pounds. Cash Price..............................**$19.95**
Easy Payment Price—Terms: $5 Down, $5 a Month..............................**$21.95**

When Ordering on Easy Payments, Use Easy Payment Side of Enclosed Order Blank.

$43.95 Cash

New Design De Luxe Keystone Models 16 Millimeter Projectors

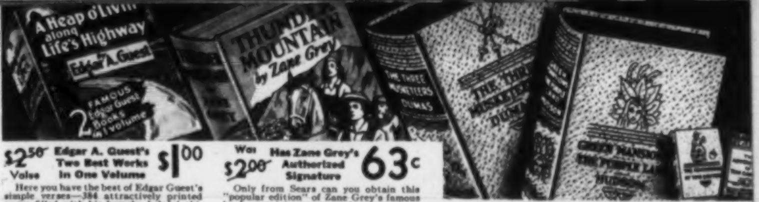
Worm gear angle control. Forced draft on universal motor. Shut-off switch—speed control. Manual framer. Precision film motion. High speed motor rewind, 400-foot empty spool. F.2.5 lens. 500-watt lamp included. Shows pictures to 40x52 inches at about 24 feet. Shipping weight, 24 pounds.

3 V 6487 Cash Price........**$43.95** Easy Payment Price $9 Down, $9 a Month....**$47.95**

Same as 3 V 6487 with 750-watt lamp, F.1.65 lens; **forward and reverse motor;** separate switches for motor and lamp pilot light. Shows pictures up to 14 feet at distance of 75 feet—excellent for schools and Auditoriums. Shipping weight, 24 pounds.

3 V 6488 Cash Price........**$56.95** Easy Payment Price $12 Down, $12 a Month..**$62.45**

When Ordering on Easy Payments, Use Easy Payment Order Blank.


A Heap o'Livin along Life's Highway
Edgar A. Guest
2 Famous Edgar Guest Books in 1 volume
Thunder Mountain by Zane Grey
The Three Musketeers Dumas
Green Mansions The Purple Land Hudson

~~$2.50~~ Value **Edgar A. Guest's Two Best Works In One Volume** **$1.00**

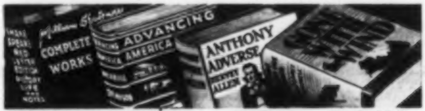
Here you have the best of Edgar Guest's simple verses—384 attractively printed pages filled with his homely, helpful philosophy—his charming, folksy humor. "A Heap O'Livin' " and "Life's Highway," reprinted in this one big book for Sears Golden Jubilee—available only at Sears! Makes an ideal gift for young and old. Gold stamped cloth cover; 4-color jacket. Size, 4⅝x7¼ inches. Shipping weight, 1 pound 6 ounces.

3 V 2256—Sears Special. . **$1.00**

Was ~~$2.00~~ **Has Zane Grey's Authorized Signature** **63c**

Only from Sears can you obtain this "popular edition" of Zane Grey's famous book containing a personal message from the noted author—printed just inside the front cover over his authorized signature. A rare opportunity for Zane Grey readers who'll treasure this book also for its thrilling story of robbery, treachery, a search for gold and romance—then glorious victory! A Jubilee Special—a splendid gift. Shipping weight, 1 lb. 2 oz.

3 V 300—Sears Special. **63c**



"Red Letter" Complete Shakespeare

All oft-quoted phrases in Red. Poems, sonnets, biographical information. Flexible red morrocco grained genuine leather. Gold stamped; gold color edges. Shpg. wt., 2 lbs. 10 oz.

3 V 2058 Boxed. **$1.79**

A Drama of Men and Speed!

Just published. An exceptionally interesting and instructive book by Merrill Denison on the wonders of American achievements in transportation and communication. A splendid gift book. Illustrated.

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The Story Read All 'round the World!

When first published at $3.00 it caused a sensation. A book the critics concede to be a classic. Over half million sold. Will enrich any library. 1224 pages. Amazing story and movie!

3 V 2053 Shipping wt., 3 lbs. **$1.69**

New Best Seller That's Breaking All Records

In fact, it's going like the wind!—even ahead of Anthony Adverse. 1037 pages of gripping story etched against a background of the Old South. Everywhere people are talking about it. Shipping weight, 3 lbs.

3 V 2050 $3.00 Value. . . . **$2.59**

Look! Worth at Least ~~$3.50~~ **Best Liked Classics In Fine Bindings** ***Deckle-Edge Paper*** **98c ea.**

Professional book buyers couldn't believe it! A group of them was asked to price these beautifully bound books and their guesses averaged $3.48. Yet it's a fact Sears are offering them to you for less than a dollar each! Just look at the features—Encased in soft ivory (washable) simulated pigskin bindings. Printed on heavy opaque deckle-edge paper. Vividly illustrated with wood cuts. Titles and designs stamped in gold. Silk ribbon book marks. Edges tinted to harmonize with tinted fly leaves. Individually boxed in slip cases. Books that should be in every boy's and girl's, every man's and woman's library!

Three Musketeers by *Alexander Dumas* (740 pp.)
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Order by Title and Catalog Number.

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3 or 4 Books in ONE Volume **85c EACH**

Mary Roberts Rinehart's Romance Book

The best stories by well known authors gathered into one volume to save you money! Printed from the original plates.

1. Mary Roberts Rinehart's Romance Book includes 3 grand stories of universal appeal.

2. The Mammoth Western by *Chas. A. Seltzer*—1100 pages!

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4. Big Book of Mystery Stories "The Ghoul," "The Owl," "Terror at Staup's House."

Your choice. State title. Shpg. wt., 2 lbs. 5 oz.

3 V 310—Ea. only. . . **85c**

Best Sellers!
Excellent Gift Books

HERE'S A WORLD OF VALUE

Was ~~$5.98~~ **12-Inch World Globe on Walnut Floor Stand Our Very Best Model** **$4.89**

A big globe on a graceful Walnut floor stand—set in a steel fork, so it just can't wobble. Full reversible, adjustable meridian. Brightly printed in sunproof colors. Waterproof glazed finish. Meridian decorated with gilt—every degree indicated, every 10th degree numbered. Over 5000 place names; short wave radio stations; steamship routes; railroads. Use it for study and to follow current events—will decorate any room! Booklet on world globe included. Overall height, 34 in. Shpg. wt., 11 lbs. 14 oz.

3 V 4947—Was $5.98. Now. **$4.89**

Was ~~$2.39~~ **Golden Jubilee World Globe— 12-In. Table Model** **$1.98**

An unheard of value—worth $3.50. Same as 3 V 4947 above except that it is a semi-meridian table model. Sturdily constructed, this handsomely colored globe has a metal base and meridian finished in a statuary bronze. An ideal gift that will last many, many, years—and will be used! Overall height, 16¼ inches. Shipping weight, 6 lbs. 12 oz.

3 V 4928—A $3.50 Value. . **$1.98**

Genuine Leather 5-YEAR DIARIES

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Five Year Diary
Five Year Diary

Our De Luxe Diary **$1.19**
Hand Laced Edges
Your Name in Gold

Pebble-effect grained leather. 426 pages. Gold edged leaves; gold plated lock and key. Pages for Special Events. Horoscope. Size 5⅝x4⅜ in. Choice of **Black, Brown or Red. State color wanted. Print name plainly.** Shipping weight, 13 oz.

3 V 3019. . . . . **$1.19**

With Hookless Fastener

Genuine leather, lock and key. Fastener seals diary. **Green or Brown. State color.** 5x5⅜ in. 384 pages. Shpg. wt., 1 lb.

3 V 3024. . . . . **97c**

Economy Diary

Gilt lock and key. 378 pages. Size, 3⅝x4⅜ in. In **Black, Brown or Red. State color.** Shipping weight, 10 oz.

3 V 3021. . . . . **55c**

The World Wide Illustrated Encyclopedia
The Modern Encyclopedia
Now Only $1.00

Regularly ~~$5.95~~ **Two-Volume Encyclopedia Equal to 6 Volumes** **$4.95**

The world's knowledge at your fingertips—in easy-to-read, "digest" form. By 462 authorities. 4892 pages and 2300 illustrations—50,000 subjects. 18 pages colored maps. Each volume 3 in. thick—page size, 5½x8⅜ in. Lifetime binding. Latest revision.

3 V 2542—Shpg. wt., 8 lbs. 6 oz. **$4.95**

Was ~~$1.95~~ **The modern Encyclopedia Late 1936 Edition** **85c**

Many thousands sold at $1.95 and more! 1334 pages of important, interesting facts—22,000 concise, explanatory articles; 1200 illustrations. For home or school. Size, 5½x8⅜x2 in. Shpg. wt., 3 lbs. 12 oz.

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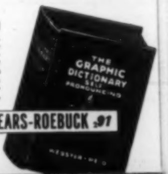
Sears Jubilee Dictionary **$1.00 Special**
$1.50 Value

New . . . Webster revised. Modernized by W. J. Pelo of Harvard. Simple, "graphic" definitions. Self-pronouncing, many special features. Eight gorgeous color pages. Size 5⅝x7⅞ inches. 1125 pages. Indexed, gold-stamped super artcraft binding. In rich gold color box. Shipping weight, 2 lbs. 12 oz.

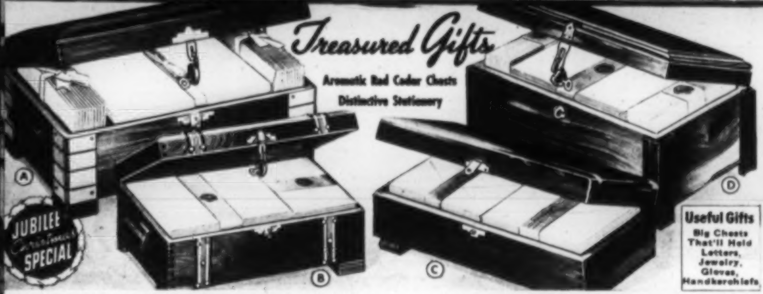
3 V 2535. . **$1.00**



Treasured Gifts

Aromatic Red Cedar Chests

Distinctive Stationery



Useful Gifts

Big Chests That'll Hold Letters, Jewelry, Gloves, Handkerchiefs

Our Jubilee Special $1.59

(A) A De Luxe show piece—Rich full pillow effect top, high gloss finish. Black modern legs, rounded corners covered with brass plated metal and striped Black. Chest size, 4⅝x6⅛x10⅛ inches. Chest contains: 24 flat sheets ribbon tied white linen finish paper, 5⅜x3⅝ inches; 24 envelopes to match. Shipping weight, 2 pounds 7 ounces.

3 V 3178 .... $1.59

Bargain Chest 95c

(B) Attractively trimmed with metal straps in red, black and gold color. Handles to match. Pillow effect top, high gloss finish. Lock and key. 24 sheets white linen finish paper, 6⅛x5⅛ inches; 24 envelopes to match. Chest size, 10⅝x6⅛x4⅝ inches. Shipping weight, 2 pounds 8 ounces.

3 V 3182 .... 95c

It's Cedar, Too 69c

(C) You'd expect to pay at least a dollar for this high gloss finish chest. Black silhouette picture on cover. Brass plated catch. 24 folded sheets white linen-like paper, 5x4⅛-in.; 24 envelopes to match. Chest size, 11⅛x5x3⅛ inches. Shipping weight, 2 pounds 4 ounces.

3 V 3183 .... 69c

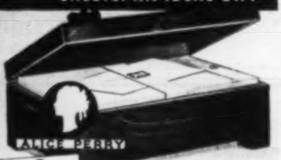
A Real Beauty $1.19

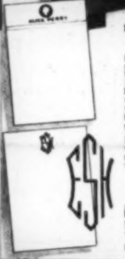
(D) Red Cedar—and Smart! Pretty silhouette picture in black on grooved edged cover. Black enameled legs. High gloss finish, lock and key. 24 Folded sheets white linen-like paper, 6⅛x5⅛ inches; 24 envelopes to match. Chest size, 10⅝x6⅛x4⅞ inches. Shipping weight, 2 pounds 6 ounces.

3 V 3181 .... $1.19

New! Personal Stationery

IN AROMATIC RED CEDAR CHESTS, AN IDEAL GIFT





Printed with Monogram or Design and Your Name

Stationery printed in rich blue ink in this Smart Cedar Chest makes a supremely useful and beautiful gift! High gloss finish. Black striping on cover. Black legs and handles. Pillow effect top. Size, 6⅝x10⅛x3⅝ in. Contains 48 flat sheets, size 9⅛x5⅝ in.; 48 envelopes, size, 6x3⅛ in.

White Vellum Finish Paper

Dainty blue stripes across top, with medallion design and your name—(Actual size shown). Shpg. wt., 2 lbs. 12 oz.

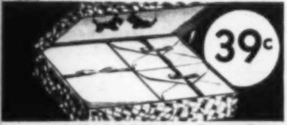
3 V 3186 .... $1.69

White Linen Finish Paper

Fine quality paper with monogram—(Actual size shown). Your last initial will be center letter in monogram. Shipping weight, 2 pounds 12 ounces.

3 V 3185 .... $1.69

Print name. Allow 3 days for printing.



A Useful Gift in a Pretty Box

30 White Vellum finish Sheets, 7¹³⁄₁₆x4⅜ in. folded; 30 Envelopes, 4x5⅛ in. Box size, 10⅝x8⅝x1⅜ in. Shipping weight, 1 lb. 4 oz.

3 V 3169—Sears Special 39c

DESCRIPTIONS OF ITEMS ON PAGE 93

Ⓐ A Sears Super Value

Everything's here! From the cheery designs inside and out . . . to the good old fashioned Christmas sentiments . . . to the mailing envelopes. Bright colors on smooth Vellum finish paper—a few with silk-like finish! Sizes from 4⅛x3⅛ to 4⅜x4⅝ inches. Shipping weight, 8 ounces.

3 V 5679 .... 25 Assorted Folders 25c

Ⓑ Folders with Yuletide Songs

Want to be different? Send these New and Exclusive Musical Folders! Unfold once—warm, cheerful Holiday greetings. Unfold twice—one or two complete Christmas songs with actual lyric and music. Different songs, too. Pretty designs and gay colors. Size, 3⅝x5⅛ inches. With envelopes. Shipping weight, 6 ounces.

3 V 5684 .... 10 Assorted in Fancy Box 44c

Ⓒ Genuine Steel Engraved

Here's Up-to-the-Minute Smartness and Elegance. Refined charm in the simplicity of these designs. Fancy finish papers. Rich colors that glow with the warmth of Christmas. Average size, 3⅛x5⅝ to 4x5 inches. In fancy box. With envelopes. Shipping weight, 8 ounces.

3 V 5683 .... 12 Assorted in Fancy Box 47c

Ⓓ Golden Jubilee Assortment

The finest selection of Christmas folders Sears have ever sold at this low price! Look—Favorite old Christmas scenes—poinsettias, holly and candles, carolers, cathedrals, fireside and winter scenes on fancy finish papers. Friendly sentiments. In fancy box with envelopes. Sizes, 4x5 to 5x5 inches. Shipping weight, 8 ounces.

3 V 5681 .... 19 Assorted in Fancy Box 39c

Ⓔ A Sensational Value!

Genuine water colored folders with the depth and brilliancy of hand painting—designed by outstanding artists! Your name printed inside in black ink beneath cheery Christmas greetings to add that personal touch. Four different greetings! Design in red, black and silver on fancy finish papers. With envelopes. Print name. Allow two days for printing. Size, 4x4⅝ inches. Shipping weight, 1 lb.

3 V 5755 .... 50 Assorted with Name 89c

Ⓕ DeLuxe Quality Folders

Sears finest! Lithographed scene with foil inlay border. Sentiment: "With kind thoughts and best wishes for Christmas and New Year" printed on 3rd page with your name in black ink on silk-like finish paper. With envelopes. Print name plainly. Allow two days for printing. Size, 4⅛x5⅝ inches. Shipping weight, 12 ounces.

3 V 5756 .... 25 With Name $1.39

Ⓖ Choice Christmas Folders

Modern candle design, in a cheery red with green, black and gray trimming—silver stars. Holly design inside. Sentiment: "Season's Greetings with Best Wishes for Christmas and the New Year" printed on 3rd page with your name in black ink on fancy finish paper. Allow two days for printing. Size, 5⅛x4⅛ in. Shpg. wt., 12 oz.

3 V 5757 .... 25 With Name $1.00

Ⓗ Gay Cards—Tags—Seals

Our complete DeLuxe assortment of 175 colorful pieces—Sears bigger sizes, too! Include large 5⅛-in. bright red poinsettia seal, 3⅝-in. holly and poinsettia spray. Two parcel post labels. Plenty of "Do not open" seals, cards, tags with string! Brighten up your gifts. Shpg. wt., 7 oz.

3 V 5558 .... 175 Pieces for 19c

Assortment of 100 Cards, Tags, and Seals (not illustrated)

3 V 5567—Shpg. wt., 3 oz. 10c

Ⓙ Designed Cellophane Ribbon

Design of holly spray with bells ½ inch wide. Silver design printed on Red or Blue color cellophane. State color wanted. Shipping weight, 1 ounce.

3 V 5584 .... 40 Feet for 10c

Design of Three Wise Men. ⅝ in. wide. Printed in red, green or blue on silver colored cellophane. State color. Shipping weight, 1 ounce.

3 V 5585 .... 36 Feet for 10c

Ⓚ Colored Cellophane Ribbon

½-in. wide. Solid Red, Green or Blue. State color. Shipping weight, each, 2 ounces.

3 V 5568 .... 60 Feet on Spool 10c

Ⓛ Shiny Tinsel Cord

Bright strands of silver color tinsel intertwined with red or plaid cord. Shipping weight, 4 ounces.

3 V 5574 .... 300 Feet Assorted 10c

Ⓜ Pretty Wrapping Tissues

Shipping weight, 12 ounces.

3 V 5569—White tissue 30x20 inches. 30 sheets for 10c

3 V 5571—Red Tissue 30x20 inches. 24 sheets for 10c

3 V 5565—Green Tissue 30x20 inches. 24 sheets for 10c

3 V 5570—Decorated Tissue Christmas colors. 3 assorted patterns. Shipping weight, 8 ounces. 6 sheets assorted 10c

3 V 5566—Special variety. Assortment, 40 sheets, 22 white, 8 red, 4 green, 6 fancy and holly. Shipping weight, 1 pound 4 ounces 21c

Ⓝ De Luxe Gift Dressings

Gay pieces that'll probably be enough for all the family's gifts. Sears very own DeLuxe assortment of finer gift dressings—adds fine Christmas touch. 6 Sheets decorated paper; 34 Sheets tissue—22 White, 8 Red and 4 Green; 75 feet tying cord; 30 feet Red Cellophane ribbon; 24 feet shiny tinsel ribbon; 18 feet pretty new cellophane ribbon; 100 cards, tags, seals; 25 Bright metallic seals. Shipping weight, 1 pound.

3 V 5575—Complete 49c

Big Economy Assortment (not illus).

198 pieces: 150 ft. tying cord—50 ft. Red and Silver, 50 ft. Green and Silver, 50 ft. Red, Green and Silver, 140 colorful cards, tags and seals; 30 sheets tissue—16 White 4 Red, 4 Blue, 4 Green and 2 holly; 25 shiny metallic seals. Shipping wt., 12 oz.

3 V 5587—Complete 28

A Merry Christmas to You

DESCRIPTIONS ON OPPOSITE PAGE

19 Exceptional Christmas Folders The Sears Golden Jubilee Special *Sold Elsewhere Up To a Dollar!* **39c**
See copy (D) on opposite page for description.

25 Holiday Folders All Different A Super Value **25c**
See copy (A) on opposite page.

10 Newest Christmas Folders With Yuletide Songs **44c**
See copy (B) on opposite page.

12 Ultra Smart Genuine Steel Engraved Folders **47c**
See copy (C) on opposite page.

Your Name on Attractive Christmas Cards

WE PRINT YOUR NAME IN APPROPRIATE TYPE ON FOLDERS SHOWN BELOW

Christmas
New Year
WILLIAM M. HILLBORN
MERRY CHRISTMAS

50 Beautiful Folders with Genuine Water Color Designs Printed with Your Name on New Fancy Finish Paper *America's Most Sensational Christmas Card Value!* **89c**
See copy (E) on opposite page for full description and how to order.

25 De Luxe Quality Folders **$1.39**
See copy (F) on opposite page.

25 Choice Christmas Folders **$1.00**
See copy (G) on opposite page.

HOLIDAY WRAPPINGS ADD CHARM TO YOUR GIFTS

MERRY CHRISTMAS

175 Colorful Cards Gay Tags and Seals **19c**
See copy (H) on opposite page.

Tinsel Cord
See copy (L)

Wrapping Tissues
See copy (M)

De Luxe Gift Dressing Assortment **49c**
As Illustrated
See copy (N)

Economy Assortment 198 Pieces **28c**
Not Illustrated
See copy (N)

WOMEN'S AND GIRLS'

$21.95 Cash

EASY TERMS $3 DOWN

FREE!

WITH BIKE BIG, STREAMLINED $1.10 HEADLIGHT

ALEMITE System Only On Sears Bikes

No other offer like this anywhere. A **"big value sensation"** for thrifty Christmas gift shoppers. For a limited time only—Sears give you FREE with each of these bikes the beautiful headlight shown above. Headlight is complete unit in itself—simply insert two flashlight batteries and it's ready for use (batteries included). Throws a long, strong beam of light—a great aid for safe, enjoyable night riding. Other features include Famous Alemite Lubricating System which helps to keep your bike in first class running shape (lubricating gun included with each bicycle). Full balloon tires, 26x2⅛ in. with inner tubes. Extra wide crescent mudguards with long front. Lustrous chrome plated Lobdell-Emery Rims. Aviation type coaster brake. Genuine Troxel saddle. Chromium plated handlebars and sprockets. Rust resisting coat on frame under enamel. Full size frame, adjustable from 29 to 34 in. seat to pedal.

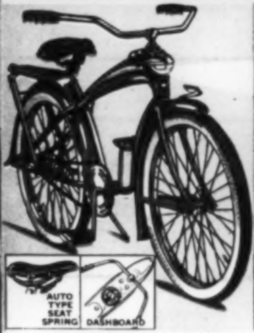
6 VM 5056—BOYS' AND MEN'S—Red or Black both with Ivory trim. State color. Shpg. wt., 63 lbs. **Cash Price**.... **$21.95**
Easy Payment Price ($3 down, $4 a month).............. **24.45**

6 VM 5057—GIRLS' AND WOMEN'S—Full skirt and chain guard. Blue or Black both with Ivory trim. State color. Shpg. wt., 64 lbs. **Cash Price**........................ **$21.95**
Easy Payment Price ($3 down, $4 a month).............. **24.45**

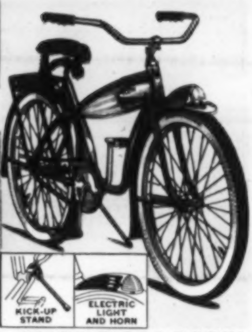
USE EASY PAYMENT SIDE OF ORDER BLANK ENCLOSED

FOR OTHER BIKES SEE BIG CATALOG

SAVE NOW! NO GIFT LIKE A SEARS BIKE



LUGGAGE CARRIER
COMBINATION LIGHT AND HORN



ELGIN BLUEBIRD

Equipped With Alemite Lubrication

ON EASY TERMS ONLY $5 DOWN **$44.95 Cash**

The zippiest gift in existence! Dashboard has illuminated speedometer; light and horn control buttons. Light Streamlined, pressed steel body with built-in headlight (battery included), electric horn, tool compartment. New curved seat mast. Kick-up stand. Streamlined carrier. Chrome plated rims, handlebars, sprocket, coaster brake. Full size 19-in. frame.

6 VM 5003—Boys' and Men's Elgin Bluebird. French Blue with Red trim or Red with Ivory trim. State color. Adjustable from 29 to 34 in. seat to pedal. ALLSTATE balloon tires, 26x2⅛ in. with inner tubes. Shpg. wt., 90 lbs. **Cash. $44.95**
Easy Terms ($5 down, $5 monthly). **49.45**

Licensed by the E. C. Brown Co., Rochester, N.Y. U.S. Pat. No. 1,984,916

SEARS ELGIN LARK

Equipped with Alemite Lubrication

ON EASY TERMS ONLY $4 DOWN **$32.95 Cash**

Hearts beat faster! Christmas sentiment reaches a new high! For the sweeping lines and graceful design of Sears Elgin Lark will win the heart of any girl. Combination headlight and horn built into the front fender. Battery container matches color of bike, (batteries included). Chrome plated rims, handlebars, sprocket and aviation type coaster brake. Troxel saddle. Kick-up stand. Sears new curved seat mast.

6 VM 5058—Girls' and Women's Elgin Lark—Maroon with White trim. Heavy rust-resisting coat on frame before enamel is applied. Full size, three-bar tubular steel frame, adjustable from 29 to 34 in. seat to pedal. ALLSTATE balloon tires, 26x2⅛ in. with inner tubes. Shipping weight, 90 pounds.
Cash Price.............................. **$32.95**
Easy Terms Price ($4 down, $5 month) **36.45**

SEARS ELGIN ROBIN

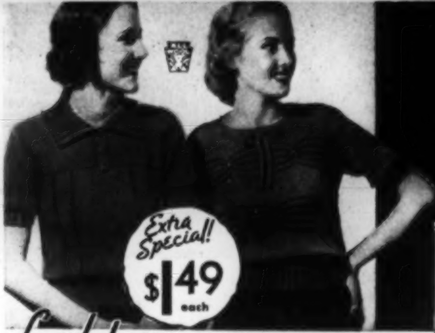
Equipped with Alemite Lubrication

ON EASY TERMS ONLY $4 DOWN **$32.95 Cash**

Fun! Exercise! Health! And three rousing cheers from any boy! That's what you'll get by giving this streamlined Elgin Robin (Pat. Appl'd For). Beautiful motorcycle frame with Zeppelin-type, corrugated tank has two built-in control buttons for combination electric light and horn which is built into front fender (two batteries included). Large, hinged door on tank for easy access to tool compartment. Full crescent fenders. New, sturdy fender braces. Sears new curved seat mast. Tear drop pedals.

6 VM 5044—Boys' and Men's Elgin Robin—Red, with Ivory trim. Heavy rust-resisting coat on frame before enamel is applied. Full size frame, adjustable from 29 to 34 in. seat to pedal. ALLSTATE Balloon tires, 26x2⅛ in. with inner tubes. Shpg. wt., 80 lbs. **Cash Price**.. **$32.95**
Easy Terms Price ($4 down, $5 month). **36.45**

USE ONE OF OUR EASY PAYMENT ORDER BLANKS



Look! ALL WOOL ZEPHYR!

—pull-over with polo collar
—advance spring colors

Latest style in a beautiful pull-over! Hard to tell it isn't hand-knit! Has yoke effect, glass buttons and ribbed knit turn-back collar, cuffs and waistband. Fine lightweight all wool zephyr yarns. Lovely colors. Marvelous value!

Even sizes 32 to 40 inches bust. State size. Shipping weight, 11 oz.

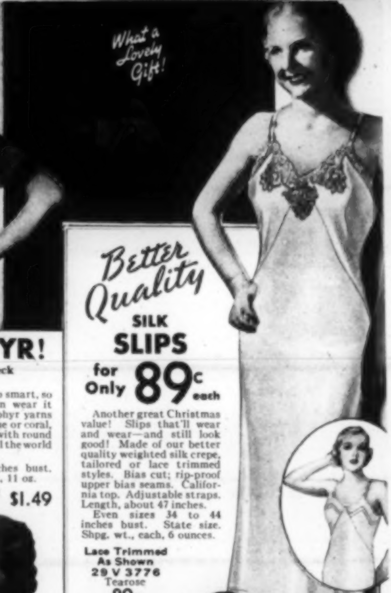
29 V 7205—Cherry Red
29 V 7204—Maize
29 V 7206—White **$1.49**

—pull-over with round neck
—knit in cluster design

New short-sleeve style—so smart, so absolutely RIGHT, you can wear it anywhere! Fine all wool zephyr yarns in a pretty shade of light blue or coral, knit in fancy cluster design, with round neck and self tie. Looks for all the world like an expensive hand-knit.

Even sizes 32 to 40 inches bust. State size. Shipping weight, 11 oz.

29 V 7207—Light Blue
29 V 7208—Coral **$1.49**



Better Quality SILK SLIPS

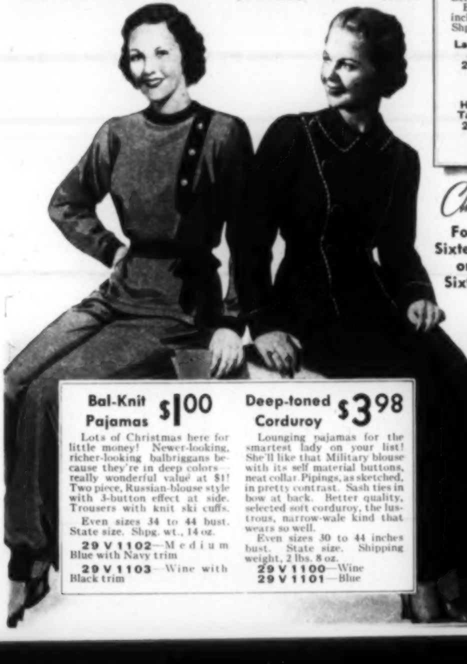
for Only 89c each

Another great Christmas value! Slips that'll wear and wear—and still look good! Made of our better quality weighted silk crepe, tailored or lace trimmed styles. Bias cut; rip-proof upper bias seams. California top. Adjustable straps. Length, about 47 inches.

Even sizes 34 to 44 inches bust. State size. Shpg. wt., each, 6 ounces.

Lace Trimmed As Shown
29 V 3776
Tearose
89c

Hemstitched Tailored Style
29 V 3777
Tearose
89c



Bal-Knit Pajamas $1.00

Lots of Christmas here for little money! Newer-looking, richer-looking balbriggans because they're in deep colors—really wonderful value at $1! Two piece, Russian-blouse style with 3-button effect at side. Trousers with knit ski cuffs.

Even sizes 34 to 44 bust. State size. Shpg. wt., 14 oz.

29 V 1102—Medium Blue with Navy trim

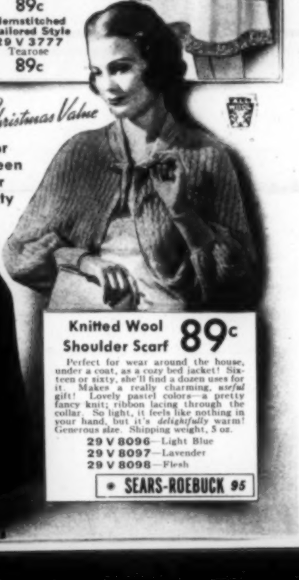
29 V 1103—Wine with Black trim

Deep-toned Corduroy $3.98

Lounging pajamas for the smartest lady on your list! She'll like that Military blouse with its self material buttons, neat collar. Pipings, as sketched, in pretty contrast. Sash ties in bow at back. Better quality, selected soft corduroy, the lustrous, narrow-wale kind that wears so well.

Even sizes 30 to 44 inches bust. State size. Shipping weight, 2 lbs. 8 oz.

29 V 1100—Wine
29 V 1101—Blue



Christmas Value

For Sixteen or Sixty

Knitted Wool Shoulder Scarf 89c

Perfect for wear around the house, under a coat, as a cozy bed jacket! Sixteen or sixty, she'll find a dozen uses for it. Makes a really charming, *useful* gift! Lovely pastel colors—a pretty fancy knit; ribbon lacing through the collar. So light, it feels like nothing in your hand, but it's *delightfully* warm! Generous size. Shipping weight, 5 oz.

29 V 8096—Light Blue
29 V 8097—Lavender
29 V 8098—Flesh

To Make Your Christmas Merry

5 POUNDS FOR $1.00

Chock Full of Fruits and Nuts
5 POUNDS FOR $1.95
PACKED IN BEAUTIFUL TIN BOX

Top Off Your Holiday Dinner With a Fruit Cake

You might as well try to picture Santa Claus without whiskers as Christmas dinner without fruit cake. Yet why spend more of your busy days in the kitchen than necessary. Let Sears furnish the cake . . . It will cost you less . . . and you'll agree you couldn't have used finer ingredients if you had baked it yourself. Order several . . . they make wonderful gifts.

5 Pounds Mellow Flavored Quality Fruit Cake $1.00

Each Cake in Gleaming Cellophane

Made from a new home recipe. This isn't the ordinary spice cake usually sold for around this price. It's a real fruit cake with lots of assorted candied fruits, lemon peel, orange peel, and fresh, tasty nuts. Truly an unusual value even for Sears. Shipping weight, 5 lbs. 14 oz.; 2 lbs. 8 oz. and 1 lb. 5 oz.

8 V 7937—5 Pound Cake........................$1.00

8V7912..2 Pound Cake 49c | **8V7936**..1 Pound Cake 29c

5 Pounds DeLuxe Fruit Cake $1.95

Chock Full of Nuts and Fruits

A Regular $3.75 Value

Packed in Beautiful Metal Gift Box

Rich and delicious . . . even better than mother used to make. Chock full of candied cherries and pineapple, citron, lemon peel, orange peel, pecans, and extra fancy bleached raisins. In attractive gift box which will be used long after the last slice of cake is gone. Shpg. wts., 6 lbs. 10 oz. and 3 lbs. 4 oz.

8 V 7945 5 Pounds..............$1.95 | **8 V 7944** 2 Pounds..........89c

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5 Pounds Good Quality Assorted Chocolates 79c

Less Than 16c Per Pound

Oh boy! What a bargain—You wouldn't believe such delicious chocolates could be sold at this low price. But here they are! Try them—you will agree they are even better than chocolates which are usually sold for more. As wholesome and fresh as if made in your own kitchen, for only the purest ingredients are used in making this tasty assortment. Chewy caramels, nougats, nut clusters and luscious fruit creams that melt in your mouth. All coated with velvety smooth dark and light chocolate. Some pieces nut topped. Packed in gay colorful Christmas box. Shipping weight, 6 lbs.

8 V 7928—5-Pound Box of Chocolates..........79c

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10 Pounds Tasty Assorted Holiday Candies $1.59

Packed in 10-Quart Galvanized Pail

Brimful with all your old favorites. Yet . . . regardless of increased costs, Sears price on this popular assortment goes down. Consists of crunchy golden brown peanut brittle; soft, tender, fruit flavored gum drops; creamy old fashioned vanilla chocolate drops; and a tasty mixture of hard candies in many flavors and brilliant colors. All packed in 10-quart pail which has many uses when empty. A sweet treat for the whole family. Very popular with Sunday schools, churches, schools, and lodges for their parties and for filling Christmas boxes and stockings. Shpg. wt., 15 lbs.

8 V 8100....... 10 Pounds Candy and Pail $1.59

5 POUNDS FOR 79c

10 POUNDS IN PAIL FOR $1.59